Jojo overtakes Loren, trails Mar by 9 pts

MAKATI MAYOR JEJOMAR BINAY III the biggest gainer in the latest Pulse Asia survey, also in last nonsensationalized poll before Election Day.

Binay has overtaken Sen. Loren Legarda in the vice presidential race and is now in second place, only 9 points behind Sen. Manuel "Mar" Roxas, the survey group Pulse Asia Inc. said yesterday.

The rating of Binay, running mate of

jojo A10

So seizes World Cup berth

SPORTS / A27

Yellows back in Bangkok seeks end to red 'anarchy'

WORLD / A26

Malaysia firm to take over SLEx operations

BUSINESS / B1

Delgado demands apology from Noy

NEWS / A20

PHILIPPINE DAILY INQUIRER
BALANCED NEWS, FEARLESS VIEWS
Friday, April 30, 2010 ★★ Vol. 25 / No. 141

Cop harasses Comelec driver: No 6K? P100 OK

By Mar S. Arguelles
Inquirer Southern Luzon

LEGAZPI CITY—A TRAF-

fic policeman is in hot wa-

ter following a complaint

that he had asked for

"grease money" from a

CDN A12

Erap ties Manny; Noy up 19 pts

Prepare for surprise of your lives–Estrada

DEPOSED PRESIDENT JOSEPH "ERAP" ESTRADA and Sen. Manuel "Manny" Villar are now tied for second place in the presidential race as Sen. Benigno "Noynoy" Aquino III extended his lead by almost 20 points over his two nearest rivals, results of the latest survey by Pulse Asia Inc. show.

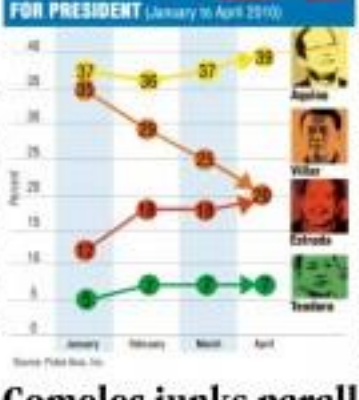
Villar of the Nacionalista Party, whose rating dropped 5 points, and Estrada of the Puwersa ng Masang Pilipino, who gained 2 points, are even at 20 percent in the survey conducted nationwide from April 23 to 25.

Had the elections been held last week, two out of every five registered Filipino voters (39 percent, up 2 point) would have voted for Aquino, standard-bearer of the Liberal Party, Pulse Asia said.

Aquino's 19-point lead over his nearest rivals was the biggest since the campaign started on Feb. 9.

"This is the clearest sign that

ERAP A20



Why Villar ratings fell: He's been on defensive

By Norman Bordadora

THE ADVERSE PUBLICITY hounding Nacionalista Party (NP) standard-bearer Manuel "Manny" Villar has taken a toll on his campaign and it will be difficult for him to catch up with Liberal Party presidential candidate Benigno "Noynoy" Aquino III, political analysts said Thursday.

"(Villar) should have ... shifted his strategy from entirely defending himself to going on a counteroffensive," said professor Bobby Tuazon, policy director of the University of the Philippines-based Center for People Empowerment and Governance.

"Since the beginning of this year, the camp of Manny Villar has been the target of negative stories that have a negative impact on his credibility and integrity," Tuazon told the Inquirer.

Tuazon said that it was difficult for a presidential candidate to remain on the defensive because the positive efforts of being perceived as an underdog would not last.

"It would have been more prudent for the handlers of Manny Villar to devise a more flexible approach," Tuazon said.

Tuazon said the Villar camp could have done a better job of questioning Aquino's preparedness, leadership and per-

NEWS PAGE A-9

DND chief: Cheating has begun to favor two bets

By Jocelyn R. Uy and Jeffrey M. Tupas
Inquirer Mindanao

DAVAO CITY—CHEATING HAS started in favor of two presidential candidates, Defense Secretary Norberto Gonzales claimed on Wednesday night.

Speaking at a forum of the Bishops-Ulama Conference and government officials at the Waterfront Hotel, Gonzales said money had changed hands, as disclosed to him by certain Commission on Elections (Comelec) officials whom he did not name.

"I'm telling you that the cheating has begun. I'm telling you that some money is being distributed to some Comelec of-

DND CHIEF A8

Carpio, Carpio-Morales out of short list for CJ

By Jerome Aning

THE JUDICIAL AND BAR COUNCIL (JBC) will no longer consider Supreme Court Associate Justices Antonio Carpio and Conchita Carpio-Morales when it comes up with its short list of nominees for a new Chief Justice.

"They decided on their own fate, they decided to be excluded from the list," retiring Chief Justice Reynato Puno told reporters yesterday when asked if Carpio and Morales would still be on the list.

The JBC short list will go to President Macapagal-Arroyo who may pick from among the

(cont'd) A3

Comelec junks parallel manual count bid

By Kristine L. Alave, Leila B. Salaverria and Amy R. Remo

A SLIDE INTO CHAOS RATHER than a prescription for order.

The Commission on Elections (Comelec) yesterday junked a proposal by concerned business and legal groups to conduct a parallel manual count, at the very least in the presidential contest, to establish the credibility of the automated balloting on May 10.

In a strongly worded resolution, the Comelec en banc slammed proponents of the hybrid polling for "their lack of understanding of the ramifications of their demand" and said the proposal was "very risky."

"Conducting a hand count of the ballots will open up the possibility of errors in tallying, as well as provide excellent opportunity for the perpetration of fraudulent acts, such as the deliberate shading of additional ovals or the defacing of the ballot security marks—to make it appear that more ballots were read than should have been," it said.

The proposal, the seven-page resolution said, is aimed not so much at testing the integrity of the computerized system, but at pro-

COMELEC A19

THE ONE, THE ONLY

RICHARD J. GORDON: Step up to the plate, swing that bat

Editor's Note: The presidential profiles will run in the next nine days in no particular order but as the stories come in from our reporters in the field.

By Cathy Yamsuan
(First of a series)

DURING A DEBATE ON THE Manila campus of De La Salle University, Sen. Richard Gordon waves a thin black and white contraption roughly the size of a notebook. "Kindle," he shouts.

"Here's a little computer where you can put the entire school curriculum, from Grade 1 to high school to college. Every kid in public school should have one because he who reads, leads," Gordon exclaimed.

Gordon talked about providing the country's 17 million public school students with the Amazon.com product and raising the quality of education in the process.

"The government purchases textbooks for public schools. Oftentimes, these books are full of errors. That's why we have book scams left and right. Why not get a Kindle for every student, download the accurate, factual books needed for the year, do the same every year. So every school year, we just buy new Kindles for the incoming Grade 1," he explained.

Gordon's latest salvo is the plan is simplistic but doable.

Gordon tells reporters that a P8.50 tax on every text message could fund this e-book project.

If there are 2 billion text messages sent every day, he says, that could raise P500 billion annually enough to buy a $100 Kindle made in China for each pupil and even raise teachers' monthly salaries to P40,000 from P13,000.

"Our education is now on the level of Zambia and Tanzania. Education should not be a choice. Poverty is the absence of

HEAVENFUL Gordon talks to head off at a presidential forum in Davao City. Does Gordon realize his talks too much? He quips, "But I make sense, don't I?"

HUMBLING TIME "Don Quixote" of Subic fame prays before Our Lady of Manaoag in Pangasinan. He exhorts people to be disciplined, accountable and assertive of their rights.

choice," the senator says.

Gordon, who is running for president in the May 10 election under his newly formed Bagumbayan-Volunteers for a New Philippines Party, fancies himself a "trans-former," pointing to his record as a no-nonsense mayor of Olongapo City.

In the early 1990's, Gordon captured the country's attention when he elevated Olongapo from a honky-tonk town hosting

RICHARD A24

WEATHER FORECAST

Second FRONTPAGE

2-D	
2PM	10 13
5PM	4 7
9PM	4 16

SUERTRES	
2PM	0 0 7
5PM	4 8 3
9PM	9 9 2

SIDE BET	
	8 2 9 6 7 2

6/42 LUZ-VIS-MIN	
	1 8 24 25 34 36
	P39,305,473.20

SUPER LOTTO 6/49	
	4 8 30 47 48 49
	P16,000,000.00

No accord with Moro rebs yet

By Jocelyn R. Uy and Jerome Aning

THE GOVERNMENT PANEL NEGOTIATING peace with the secessionist Moro Islamic Liberation Front (MILF) is nowhere near ready to sign an interim peace agreement with the rebels, according to Annabelle Abaya, the presidential adviser on the peace process.

Though both sides have taken positions and exchanged proposals for approval, "there will has to emerge a single working draft of any agreement, interim or otherwise," Abaya said in a statement yesterday.

President Macapagal-Arroyo's peace adviser was responding to lawyer Israelito Torres who had written to her on behalf of Datu Gumbay Piang, Datu Bimbo Mastura and his brother Sen. Bernardo Pilot Jr. requesting a copy of the supposed draft of the interim agreement.

North Cotabato provincial officials have petitioned the Supreme Court to stop the signing of the document, supposedly set for early next month, until details of the agreement have been revealed.

Abaya said she has invited the tribes to a meeting to reassure them that the panel was handling negotiations judiciously.

'Premature'

Foreign Affairs Undersecretary Rafael Seguis, who chairs the government negotiating panel, said the petition was "premature" as the talks were still ongoing and no interim agreement has been reached.

"In fact, as of this date, the [government panel] and the MILF has not even agreed on a negotiating draft," he said.

Abaya explained that the negotiations require that both government and MILF panels have discussed and understood what possible common grounds they can agree on.

ABAYA

"As of now, we are not any where near the overly optimistic reports that such a document was up for signing by the two parties," she said.

'Executive doubles'

She said the government panel has also made it clear to the MILF "that we were deeply about territorial integrity, sovereignty, and respect for the rule of law and constitutional processes."

While the MILF earlier insisted on pursuing the aborted memorandum of agreement on ancestral domain (MOA-AD), government negotiators have drawn a line, replacing what the termed "executive doubles," or those issues that are within the powers of the presidency, explained Abaya.

Negotiations were suspended two months ago because of ceasefire differences between the draft agreements submitted by the two camps.

MILF bands attacked several Christian villages in Central Mindanao in 2008 resulting to renewed fighting between the rebels and government troops after the government backed out of the MOA-AD following a Supreme Court decision declaring it unconstitutional.

With Philip C. Tubeza

Davao groups vow clean polls

By Jocelyn R. Uy

DAVAO CITY—CONFRONTED WITH A range of "disturbing" scenarios that may happen in the May 10 elections, bishops, religious leaders, police and military officials here yesterday reaffirmed their commitment to work for a peaceful change of government.

In a two-page declaration, the officials also called on all politicians, candidates and their supporters to dismantle their private armies and surrender loose firearms to the military and the police to help ensure a peaceful balloting.

The declaration was signed by Archbishop Fernando Capalla, convenor of the Bishops-Ulama Conference, Defense Secretary Norberto Gonzales, Armed Forces of the Philippines chief Gen. Delfin Bangit, Philippine National Police Director Gen. Jesus Versoza, among others.

The military and police issue met with the Catholic bishops and other religious leaders here during a two-day forum on the upcoming balloting. The forum ended with the signing of the joint statement.

During the forum, military and police officials presented progress reports on their efforts to dismantle private armies and to **confiscate illegal firearms, more given** more urgent attention after the massacre of 57 people in Maguindanao on June 23.

The police earlier reported that they had identified at least 60 existing private armies in the country and were able to break up at least 23 of them.

"We heard promises and strong resolutions from many sectors that there is a possibility of ideological and militant groups taking advantage of these problems and difficulties to cause disorder among the people and precipitate or other the failure of elections, thereby bringing the country into socio-political chaos and unrest," the statement said.

"We, the spiritual leaders and peace-keepers ... believe that by joint and coordinated efforts of the citizens and of ours we can at least minimize the ruinous dangers in the form of vote peoples and to the Republic," it added.

The officials also called on the people to vote "in conscience and in freedom on moral values and legitimate nationalistic ideals divorced from the candidates' personal profiles, behavior and programs."

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Adrive S.drive

Villar faces new raps for bank's 'sweetheart deal'

By Alcuin Papa

MADRIGUEJOS, SMART PRESIdential candidate Manny Villar benefited from a P5.7-billion "sweetheart deal" to prevent a bank he owned and the Sangilis Terminal ng Pilipinas (SMS), the port-for group Ildefonso charged Thursday.

In a press conference, dr. Imperial Rep. Rosa Hontiveros, now a Liberal Party senatorial candidate, said the 1998 deal predated the U.S road-concession controversy also involving Villar.

"Before U.S., there was C-4.5, a P4.5 billion anomalous loan the Villar-owned Capitol Investment Bank received from the government," Hontiveros said.

Ildefonso, legal counsel Ibarra Gutierrez III said they were set to file plunder and antigraft charges against Villar to consummate with the deal next week.

Hontiveros said Capitol Bank in March 1998 was able to secure two loans for P2 billion and P1 billion from the SSP through a loan facility under the New General Bank for Republic for Mo. 1960 that was endorsed by Mr. her himself when he was the congressman from Las Piñas City.

The two loans were due on Sept. 16 and 22, respectively, of the same year.

In April 1998, the BSP issued two more loans to Capitol Bank in the amounts of P1.158 billion and P824.9 million, for a total of P1.5 billion, using the same facility. These loans were to mature on Oct. 19 and 21, respectively, of the same year.

But Hontiveros said Capitol Bank defaulted on the loans.

"It was after the June 30, 1999, that the BSP issued a final demand letter to Opisanco Bank, which assumed the loans, asking for a settlement of what stood at the time as a P4.34-bil. loan indebtedness exclusive of accrued interest and penalties," Hontiveros said.

She said the BSP eventually agreed to accept as payment mortgages from three companies—Sibella Properties, Palmera Homes and Genius Homes...in September 2000 and May 2001, "one was years after the P4.34-billion in loans had fallen due."

"This was in violation of the law," she said. "Furthermore, in June 2001, or nearly three years after the loans came due, BSP records showed Capitol Optimum Bank still owed P3.233 billion."

In the case of the P2.3-billion loan, Hontiveros said the SSP foreclosed on properties in Nueva Ecija, Bataan, that had been used as collateral. This despite the titles to the properties having been declared false by the Land Registration Bureau, the Supreme Court, and the Department of Environment and Natural Resources.

Special treatment

Gutierrez said Capitol Bank received special treatment from the BSP.

"The loans should have also been approved by the Monetary Board, he said.

In a press statement issued in response to Alkuyon's allegations, Senior Salen Bowers Gadang, Villar's chief legal adviser, said, "This simply sounds like a broken record."

"Capitol Bank's transactions with the BSP more than 10 years ago is non-issue."

"And if indeed there were violations of irregularities committed, they should not bring the same to court, instead of parading themselves to enhance their low-fantastic popularity," the statement said.

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CLARK Education City

Keep posters off schools–DepEd

By Philip C. Tubeza

WITH LESS THAN TWO WEEKS TO GO BEfore election day, Education Secretary Mona Valisno yesterday ordered all school heads to immediately remove campaign materials within and around school premises.

Valisno extended all school heads of Department of Education (DepED) Order No. 83, s. 2010 that outlines the "Clean Schools, Clean Elections Campaign" of the government.

"We need to maintain the integrity and sanctity of our schools and teachers in the coming elections," Valisno said in a statement.

"Since the school is a polling place, no campaign materials must be posted on the windows, outside school premises including grounds in front and areas around it such as walls, fences and sidewalks," he added.

Valisno said she had observed that there are schools "pleasured with posters" in anticipation of the "deluge of voters on election day."

"We appeal to incumbent local officials, the police and concerned citizens to help us keep our schools free of campaign materials," she added.

Assistant Secretary Jonathan Malaya, DepEd spokesperson, also reminded school heads to place a warning sign or a prominent location on school grounds against the posting of campaign materials in school premises.

He said that DepEd officials have observed that some schools are yet to put up these public reminders.

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Cardinal: Enough of mudslinging

By Leila B. Salaverria

MANILA ARCHBISHOP GAUDENCIO Cardinal Rosales has apparently had it with the mudslinging in the campaigning for the May 10 elections.

In a pastoral letter released yesterday, Rosales prayed for an end to the mudslinging and black propaganda, which he said even little children get to hear.

"Only a few days remain of the noisy and confusing campaign period. Surely everyone, understandably including even the very young, has heard of the little good and of some, and the worst of many of the contending candidates," he said.

Politics, PH style

"This is a political campaign, Philippine style, which we grasp are still outgrow soon as we mature as a free people," Rosales said.

The contenders for the presidency are wrapping up their attacks on their opponents. The Nacionalista Party (NP) has questioned the mental and psychological health of Liberal Party standard-bearer Sen. Benigno Aquino III, presenting two psychiatric reports, later proven to be bogus, on his condition.

The Partido ng Masa's Joseph Estrada has accused NP standard-bearer Sen. Manuel Villar of putting pressure on the Philippine Stock Exchange to bend its rules to favor the share listing of the family-owned Vista Land property firm.

Aquino has meanwhile disputed the veracity of the billionaire Villar's claim of having risen from a deeply impoverished childhood.

Prayer, reflection

Rosales called on voters to spend the last few days before election day in prayer and reflection, so they will be guided in choosing the country's next leaders.

"More than just a well-informed decision, your choice should be accompanied by reflection and prayer, bringing you to the conviction that you are choosing a leader who is not concerned with his own interest, but for the essential of a true democracy—the good of everyone, and never the good of only a privileged few," he said.

Rosales said he hoped the voters would choose to entrust the country's future to honest and God-fearing leaders who are trustworthy and can motivate people to greater unity.

He asked all parishes and chapel communities in the Archdiocese of Manila to devote May 1 to 9 to prayer for honest and peaceful elections.

He also asked that on the final three days, May 7 to 9, a special triduum (three days of prayer) be observed, with a Holy Hour and Adoration of the Blessed Sacrament in honored the Most Sacred Heart of Jesus and the Immaculate Heart of Mary.

"No matter who wins or loses, may the Philippines as a nation be a great winner in this coming election, a victory we so long have prayed and hoped for," said Rosales.

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2010 CENSUS of Population and Housing

Starting May 17, the National Statistics Office (NSO) will conduct the 2010 Census of Population and Housing to take an inventory of the total population and housing units in the country. All information gathered on household members and housing characteristics are CONFIDENTIAL. These will be used by the government in its policies, plans and programs and by private individuals for market or academic research.

Support the 2010 CENSUS and BE COUNTED!

National Statistics Office

PNP blocks radio interview of jailed former general Lim

By Christian V. Esguerra

DANILO LIM, A RETIRED TWO-STAR GENERAL who is running for a Senate seat, yesterday said the Philippine National Police had stopped him from appearing in a television show with other senatorial candidates.

His lawyer said Lim was probably being punished for claiming last week that former Armed Forces chief Gen. Generoso Senga and Army Chief Gen. Hermogenes Esperon were among his co-conspirators in the failed February 2006 coup plot.

Senga and Esperon have denied being part of the coup plot.

Lawyer Hernin Medadero said Lim was prevented from appearing in the "Unang Hirit" morning program of GMA-7 despite having a clearance from Makati Judge Elmo Alameda, who is trying the rebellion case against him.

"That's how it is here. If they don't want to, they won't let you," said Medadero.

Lim is a guest candidate of both the Pwersa ng Masang Pilipino party of deposed president and convicted plunderer Joseph Estrada, and Sen. Benigno Aquino III's Liberal Party.

Medadero said he would ask the court to cite the PNP Custodial Center officials for contempt.

"We have a court order yet we were barred from appearing in the show. We're not under martial law," he said.

Medadero said he did not believe that PNP Director Jesus Versoza barred anything to do with the ban. The decision to ignore the court order may have come from "higher ups," he said.

Take psycho test, group tells Noynoy

PEOPLESPIA photo

A NEW "CITIZENS group" led by columnist Conrado Pedicon has called on Liberal Party standard-bearer Benigno "Noynoy" Aquino III to submit to a psychological exam.

In a press conference Thursday, the Citizens for Right of Information (CFRI) said "the people have a right to know" about those running for president.

"Like countless others, we strongly feel it is only fair that all presidential aspirants undergo this important evaluation. Denial is the weakest defense," CFRI said.

Pedicon said the latest unacceptable Aquino's recent statement that he would not reply to questions on his mental health because it is a "private matter."

"When you present yourself as a candidate for president, the people have a right to know if you are competent to be president," she said.

Aquino, meanwhile, yesterday admitted feeling depressed and drinking oil arranging his father, the late Sen. Benigno "Ninoy" Aquino Jr., but it never got to the point where he needed medical help.

Alexis Romero and Gil Cabacungan

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'We really feel we've won,' says Aquino sister

By Jean Mendoll M. Taling
Contributor

MAHAYAG CITY—"SO IT IS, WE really feel we've won," Vicky Aquino Dee, younger sister of presidential front-runner Benigno "Noynoy" Aquino III, said in a visit here Thursday as guest speaker at the launch of Yellow Force–Mindoro Occidental.

Dee was reacting to the latest Pulse Asia Inc. survey showing her brother, the Liberal Party (LP) standard-bearer, getting 59 percent.

She said it would be hard to accept if her brother were "denied" elections.

"I cannot say that Pulse and SWS are unreliable. I have a feeling whatever the pulse is now it will really come out in May 10—assuming there is no cheating," she said.

Dee arrived in Mindoro Air port at around 8:40 a.m. and proceeded to the Municipality of Mabo and had breakfast at the town plaza.

Mabo Mayor Percival Lendiho is a nonbeliever member of the Lakas-Kampi-CMD Party).

Locals shifting

Mindoro is a known administration province but an interview there that Aquino's lead is increasing, local candidates are shifting their and are supporting Aquino.

Asked about the new Aquino supporters, Dee said "as long as they have the same platform and the mindedness, everyone is welcome to join LP."

"Anyone supporting Noy is very good for us," she added.

Just 35 km from the city, his constituents Party nationalist candidate Bongbong Marcos went to Bhakal Beach Resort in Cantingas. The resort is owned by spouses Rep. Antonio Rius of the 2nd district of Maubara and Gov. Elisa Ilho.

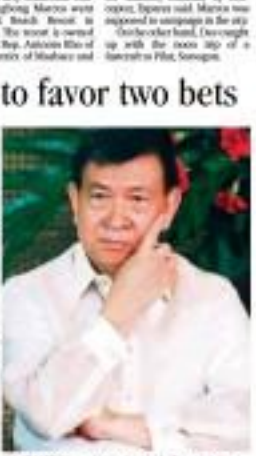
Their gubernatorial candidate Jamon Esparza told the business that Marcos arrived at around 11 a.m. to soak the support of the Rius.

After two hours, Marcos left for Mabalo, Bataan, by boat, reporter, Esparza said. Marcos was supposed to campaign in the city.

On the other hand, Dee caught up with the noon stop of a fisherman in Pilar, Sorsogon.

DND chief: Cheating has begun to favor two bets

From page A1



GONZALES: Mum's changing hands. So, what's he doing about it?

think already three days. There will be cheating in the coming elections," said Gonzales, who himself had earlier been convicted in planning to rig the first three vice presidential ballot tug.

He said that apart from officials of the Comelec, officers from the Armed Forces of the Philippines (AFP) and Philippine National Police (PNP) had also been offered undocumented amounts of money to "engineer" the election results to benefit "at least two of the presidential candidates."

He added that policemen and soldiers must find a way to stop it.

'Back up your words'

Gonzales also said the questions raised by "unspeakable elements of our society"—over the Comelec's preparedness for the automated polls and the fear of rigging through the voting machines must be "were easily considered."

While asked by reporters to elaborate, he said the Comelec should using automated balloting and administrative manual voting in parts of the country where automation was likely to fail.

Asked yesterday in comment, Comelec spokesperson Atty. James Jimenez said no election officer had disclosed any bribery attempt, and that Gonzales had yet to disclose his claims with the poll body.

"I invite the good secretary to back up his words before he starts maligning a government agency," Jimenez said.

At any rate, he said, any unauthorized operation and manipulation of election results would be "totally detectable" under the automated election system.

"Automation is very transparent," he said.

Unshaved optimism

Gonzales, along with AFP Chief of Staff Gen. Delfin Bangit and PNP Director General Jesus Verzosa, attended the one-day forum on the May 10 elections with religious leaders, including Archbishop Fernando Capalla, convenor of the Bishops-Ulma Conference.

Bangit and Verzosa expressed confidence in the successful conduct of the automated elections and discounted their suspected activities in causing credible and peaceful polls.

But Gonzales said: "I do not share (their) optimism. (concerning) the elections."

He said he heard of the purported bribery screening at the regional and provincial levels "three days ago."

The information indicated that it started in Southern Tagalog, he said.

"How will the operators of the people (in the) three days are going to meet this challenge?" Gonzales said.

"What really saddens my heart is that there will be (continued) attempts, despite our pronouncements that the AFP and the PNP will be non-partisan in those elections. It seems to be that this noble effort of our men and women in uniform is not being respected. ... There will be cheating and it has begun," he said.

Gonzales has not mentioned his statement in President Macapagal-Arroyo, according to her deputy spokesperson Gary Olivar.

"He is being frank ... in order to prepare people so they can recognize early the dirty tactics of authorities," Olivar said in a report by Agence Wainer-Presse.

Source from Comelec

Speaking later with reporters, Gonzales said one of his sources was "from the Comelec itself."

"What is important is I have documents. We are beginning to tie the documentation and the (gathering) of witnesses, then we will file cases properly before the elections," he said.

Gonzales said that while he had yet to gather all the details, including the name of money involved, he decided to reveal the purported bribery during the assembly "so it can be stopped."

He said "thwarting has already been active" during elections. "What I am trying to emphasize here is that the AFP and the PNP have been trying their best to make sure that the elections are clean. We don't want them to be tampered," he said.

In a separate interview, Bangit said he wouldn't discuss the matter with Gonzales.

"I don't think our soldiers would give us to believe ... That is not our culture," Bangit said. "Whoever is going to attempt to bribe our men, they will fail. I am confident of that."

Gonzales said he was not inclined to believe that the purported efforts to rig the election results would succeed.

"So far, in all our dialogues and meetings with the officers and men of the Armed Forces, the seriousness of making sure that the elections will be clean and fair is (present). Preserving the institution is paramount," he said.

He added that the close coordination between the military and the police would ensure the failure of attempts to rig the polls.

Suspicious minds

Earlier, Gonzales had put the military at the full disposal of the Comelec—a move, he explained on Wednesday night, that was intended to help the poll body "succeed in the forthcoming elections."

"Of course, I heard later on the day that (Comelec) Chairman Jose Melo was wondering, 'What is (her Gonzales up to?' That, to me, reflects the kind of suspicious minds we have these days," he said.

Gonzales stated that Comelec Resolution Enforcement's filing of a motion with the Supreme Court asking the Comelec to explain supposed contempt and violations of the law with respect to its preparations for the May 10 elections.

He said he had also read a copy of a speech of lawyer and former Comelec chair Christian Monsod, stating that cheating using the voting machines was possible.

"That's very serious to me," he said, noting the "exalted" position of the business community for the Comelec to allow a qualified manual count of the votes.

Gonzales also said 10 IT experts who gathered last weekend to look into how the Comelec was setting the automated polls had come up with a "negative report."

"Therefore, I cannot blame our people for speculating that elections may fail," he said, adding:

"Maybe the automation will fail, but not the elections. We cannot afford not to have an election. But at the same time, I think we should really begin, without emotions, to look into what is being raised by some responsible elements of our society with regard to the elections.

"I have no answer to what they're asking. I don't know enough of computers to be able to judge what is going to happen. I'm only listening to the (opinions of people."

People power

Gonzales also said the nation must proceed with the elections because the "people power" being considered by opposition candidates would only sow chaos.

"We have a presidential (candidate) who is assuming that he will win the elections, and he is also telling everyone that if he loses, it means he has been cheated," Gonzales said.

"You know who this candidate is, and they are planning people power," Gonzales said, obviously referring to Liberal Party standard-bearer and survey front-runner Benigno "Noynoy" Aquino III.

"I am not sure what people power means Inasmuch. It is okay if it will succeed, but I do not believe that it will succeed because he is probably not the only presidential (candidate) who is thinking of people power," Gonzales said.

He said at least two or three other presidential candidates were also planning to stage people "for their own interest."

With a report from Cecille Ballaverde

MANIFESTO OF CONCERNED CAGAYANOS
DENOUNCING THE LEADERSHIP
OF SENATOR JUAN PONCE ENRILE

WE ARE DEEPLY DISILLUSIONED WITH THE LEADERSHIP OF SENATOR ENRILE WHO LISTS NOW HAS DONE NOTHING NOTEWORTHY FOR THE PROVINCE AND PEOPLE OF CAGAYAN.

INSTEAD OF PROMOTING PROGRESS AND DEVELOPMENT OF CAGAYAN, HE CHOSE TO PROTECT AND PROMOTE THE INTERESTS OF HIS POLITICAL ALLIES WHO ARE NOT ONLY CORRUPT BUT IN CAHOOTS WITH VESTED INTERESTS.

WE ARE GRAVELY ALARMED BY THE SENSELESS DESTRUCTIVE MINING, AS IN EXTRACTION OF "BLACK SAND" FROM THE BEACHES OF THE COASTAL TOWNS, AND IN THE BED OF CAGAYAN RIVER WHICH INEVITABLY, AS THEIR FLOODING, RAPID SHORE CUTTING AND RIVERBANK EROSION IN THE LAST FEW YEARS.

WE ARE ASHAMED OF THE OPEN SMUGGLING AND THE LAND GRABBING ACTIVITIES IN STA. ANA AND THE PROSTITUTION AND GAMBLING IN CEZA, WHERE SENATOR ENRILE AND THE CONGRESSMAN-SON HAVE EXTENSIVE INTERESTS AND WHERE THEY HAVE POURED IN ALMOST ALL THEIR "PORK BARRELS."

WE ARE DETERMINED TO LIBERATE THE CAGAYANOS FROM THE DESPICABLE MARITAL LAW REGIME OF HIS CONGRESSMAN SON WHO HIS INFLUENCE IN THE GOVERNMENT TO STAY IN POWER AND CONTROL THE NATIONAL RESOURCES IN CAGAYAN.

WE, THE CONCERNED CITIZENS OF CAGAYAN, SOME OF WHOM HAVE BEEN AND SOME STILL ARE IN PUBLIC SERVICE, HAVE THIS DAY AGREED TO UNITE AND DENOUNCE THE LEADERSHIP OF SENATOR ENRILE WHOSE GREED FOR POWER AND INFLUENCE REMAIN INSATIABLE AND WHO DESERVES AS HE DENIES CAGAYAN.

WE HEREBY AFFIX OUR SIGNATURES TO MANIFEST OUR COMMITMENT TO PURSUE THIS JUST AND NOBLE MISSION.

SIGNED, THIS DAY OF JANUARY, 2010.

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Gibo camp: Inquirer coverage fair, disclaims ad vs PDI

By TJ Burgonio

THE CAMP OF ADMINISTRATION standard bearer Gilbert "Gibo" Teodoro Jr. has distanced itself from a print ad questioning an Inquirer story about Teodoro's campaign rally in Davao City and the paper's supposed bias for another candidate.

Mike Toledo, spokesperson for Teodoro, confirmed that a group of volunteers in Davao City had paid for the ad that came out in another broadsheet last Wednesday.

"The ads being brought out by volunteers are ads made on their own. We have nothing to do with the ads per se; we volunteered," Toledo said by phone the other night. But he said Teodoro's media liaisons supported the endorsers' right to put out the advertisements.

Raymundo Inquiero, secretary general of Lakas-Kampi-CMD, spoke about Senator Teodoro is running, also said the party had no hand in the ad and that the Inquirer had been fair in its coverage of Teodoro's campaign.

Crowd estimate

In the ad, titled "Sorting the record straight," the Davao volunteers questioned the Inquirer's crowd estimate of 2,000 at the rally for Teodoro at Davao's Rizal Park last Saturday night.

The ad claimed that more than 12,000 people waited for Teodoro at the airport, and not to join the motorcade from the airport to the park for the rally.

"The bias of the Inquirer for one presidential candidate has been clear since the start of the campaign period, and endorses to this duet flows no (Untangle)," the ad said.

"We don't know about it. I only read about it. We're not even discussed it," Inquiero said by phone.

Fair coverage

Inquiero said the Inquirer had been "fair" in its coverage of Teodoro from the party's convention in November last year through the Feb. 9 kickoff of the campaign and on to the campaign proper.

"You had a very good coverage of the proclamation of Gibo as standard-bearer," Inquiero said. "The stories on the grouping, gone so to who will be the official candidates between Gibo and Bayani Fernando were good. Even the proclamation rally in Antipolo City was well covered."

Inquiero said he was aware of the dynamics in the newspaper industry and that he understood why some stories about Teodoro did not land on the paper's front page.

"It all depends on the activity. If the event is not newsworthy enough, then it's not going to land in the news. Your message should be good so it can be given a good medium," he said.

More Nayong stories

Inquiero, however, observed that the paper appeared to be giving more space to stories about Sen. Benigno "Noynoy" Aquino III, the Liberal Party presidential candidate.

"There seems to be a big space for Noynoy's stories ... but it's not as pronounced as ABC-CBSC" he said.

PRESSING THE FLESH Administration standard-bearer Gilbert Teodoro reaches out to supporters in a proclamation rally in Davao City Wednesday night. An estimated 20,000 people turned out for separate proclamation rallies in Davao and in Lapu-Lapu City. CONTRIBUTED PHOTO

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Cop harasses Comelec driver: No 6K? ₱100 OK

From page A1

truck driver delivering official ballots and other election paraphernalia to the Commission on Elections (Comelec) regional office here early Wednesday.

Apparently, SPO2 Midas Muñoz, a member of the Traffic Management Group (TMG) in Albay, did not believe the truck driver, identified as Jose Celis, who reported the extortion attempt in his rejection. The officer carries a penalty of suspension or dismissal from service.

'Colorum?'

Muñoz, after inspecting the vehicle's documents, told him that he was driving a "colorum" or unregistered truck and demanded ₱6,000 as the fine for the violation, Celis said.

He said he insisted that the vehicle was duly registered with the Land Transportation Office and told the policeman that he had no money to pay the fine.

A resident Bicolano, a Manila-based Comelec employee who was escorting the cargo, testified that the cargo was government property and that its delivery should not be delayed.

To "facilitate" the release of the truck and its cargo, Muñoz asked for ₱100 instead of the ₱6,000 fine, the complainant said.

Muñoz denied the charge and blamed local media for the misinformation about the incident.

According to the complaint, Muñoz flagged down the truck as it was negotiating the Maharlika Highway in Barangay Manjuyo in Jolanggat town at about 3:45 a.m.

Calocoid investigators that the TMG officer asked him for the documents of the truck and its cargo. He said he immediately complied.

He said he told Muñoz that the truck had been commissioned by the Comelec to deliver the ballots and other poll paraphernalia in Albay.

Senior Insp. Edgardo Nañez, TMG Polangui detachment chief, said the Comelec employee did not present an identification card to prove that he was really from the poll agency and the vehicle, with license plate No. XHH-640, did not have any markings that it was a Comelec vehicle.

Tarsisio Jaragosa, Comelec regional director, said there was no need for Comelec markings as it would invite more trouble.

Following instruction

Muñoz told the Inquirer that he was following the instructions of Senior Supt. Ariel Hamayan Felix, TMG chief, as his Comelec vehicles pass so as not to delay any deliveries by the commission.

"I am just showing my chief's instruction and, besides, the Comelec is not giving clear instructions or guidelines about their personnel's cargo," he said.

Administrative and criminal charges would be filed against Muñoz, Jaragosa said.

Supt. Eloisa Sison, Philippine National Police regional spokesperson, said a team had been created to investigate the incident.

Muñoz said all of the information aired over local radio stations about the incident were false.

"I am so disappointed with all the media men reinventing the issue about me harassing personnel from Comelec, he said. "They didn't even interview me or our chief inspector."

"These intellectuals are elevated giving all police officers, they must do their job as true policemen's and similar (bad) stories are untrue and credible," Muñoz said. *With a report from Miriam Pepito, Cecil Echavez*

UNDER THE GUN Soldiers and policemen escort men carrying voting machines from the Smartmatic warehouse in Cubao-x-Legaspi, to the warehouse of cargo handler Grenzale Enterprises on Tandang Sora, Quezon City, on Wednesday night.

STATEMENT OF SOLIDARITY FOR THE AQUINO-ROXAS TEAM

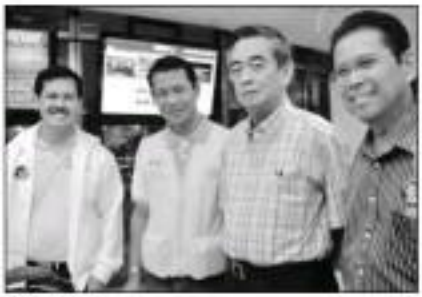
As citizens who have served our country by pursuing reforms in many areas, we recognize the coming elections as an important opportunity for real reforms that can change our country for the better. We come together to declare our solidarity with the Aquino-Roxas Team as our country's best hope for change today.

Senators Aquino and Roxas have pledged an honest and competent government dedicated to lifting our people from poverty. We vow to support their pledge to always keep the common good and the urgent needs of the poor on top of government's agenda.

They stand true to their parents' legacy of integrity and faith in public service. We vow to support their continuing on the straight and narrow path of good governance by helping fight corruption, self-interest and incompetence wherever these may emerge.

We call on our fellow citizens to become active participants in securing and realizing the social contract for change between the Aquino-Roxas Team and the Filipino people.

Paid for by Citizens for Mindanao Bldg. Solidarity c/o Gremlora M. Lagunzad Village, Makati City



RAMOON BETS

"Three senatorial candidates of Bangon Pilipinas of Bro. Eddie Villanueva pose with **Nepomuceno** publisher Isagani Yambot during a brief visit to the Inquirer office yesterday. They are (from left) lo sectorator Alex Tinsay Jr. Israel Virginia and former Foreign Affairs Undersecretary Zosimo Paredes. The trio revealed that each pole of the absentee voting of overseas Filipinos had Villanueva topping the elections with 49 votes of the party's senatorial candidates making it to the Magic 12.

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Last day of registration is TODAY! Head out to R.O.X., Bonifacio High Street, Figaro Coffee, Emerald Avenue, Pasig City and Figaro, Tomas Morato, Quezon City for the last day registration. On-site registration will open at 5AM on May 1st at the Katipunan Circle, Bonifacio Global City.

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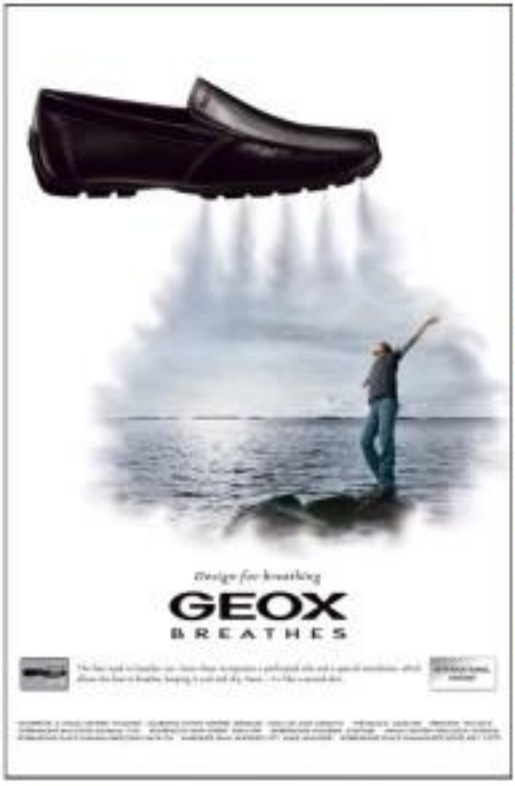
• Sweet Treats For Moms — May 8 - 9 — Perimeter Restaurants
• Gina Padilla Arbour Tour — 3rd Level Activity Area
• Back-To-School Fair — May 24 - June 9 — Main Activity Area



'Automation Greek to tribal folk'

CAGAYAN DE ORO City—With just 13 days to go before the elections, millions of illiterate indigenous folk all over the country still have almost no knowledge of the automated polling system.

This was pointed out by independent presidential candidate Sen. Jamby Madrigal on Wednesday after a "very successful and very encouraging" campaign sorties in this northern Mindanao city.

"The process count optical scan machines and other features of new election's automated poll are still Greek to majority of indigenous peoples all over the country, as evidenced by a number of whom cannot read or write," Madrigal told the reporters.

Noting that indigenous peoples (IPs) never "already perceived as second class, if not third class citizens and were the least to benefit from social services and educational opportunities," Madrigal said the Commission on Elections (Comelec) had "once again disenfranchised the more than five million votes that can come from IPs."

"This is an appalling affront by the Comelec as well as the National Commission on Indigenous Peoples to show their indifference to the IPs," Madrigal said.

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**SM City Davao Store hours: April 30 and May 2, 10 a.m. to 10 p.m.

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PHILIPPINE DAILY INQUIRER

OPINION

Entrenched

EDITORIAL

THE FOUR-PART SPECIAL REPORT PREPARED BY the Inquirer's Across the Nation section and filed by dozens of provincial correspondents identifies many of the political dynasties who have staked a claim to the 2013 elections. The lead paragraph of the second story in the series gives us the necessary perspective: "In 30 provinces, at least 106 families use elections in the Philippines as a virtual playground to keep themselves in political power."

What this revealing statistic means is that in about two-thirds of the country (speaking merely in terms of administrative units of government, in terms of vital populations, the proportion of voters affected must be much higher), political power is being consumed by (or shared between) barely a hundred families. The reason is limited only to a few elusive positions—governor, representative, mayor—but they are elusive precisely because they are the real sources of power in local governments.

The phenomenon of political dynasties has been with us for so long as to seem no longer out of the ordinary, but natural. In a polity with weak political institutions, dynasties often serve as political parties in all but name. To be sure, some dynasties are based on a real family tradition of public service; in the same way that a family of doctors encourages more doctors in the family, a family of politicians can also encourage other family members to think of politics as a family tradition.

But by and large, political dynasties are the means by which the ruling elites, already established as local businesses and sometimes in local culture as well, maintain a firm hold on political power. That this easy state of affairs cannot be good for the democratic project is recognized in the Constitution itself; Article II, Sec. 26 lists all dynasties: "The State shall guarantee equal access to opportunities for public service and prohibit political dynasties..."

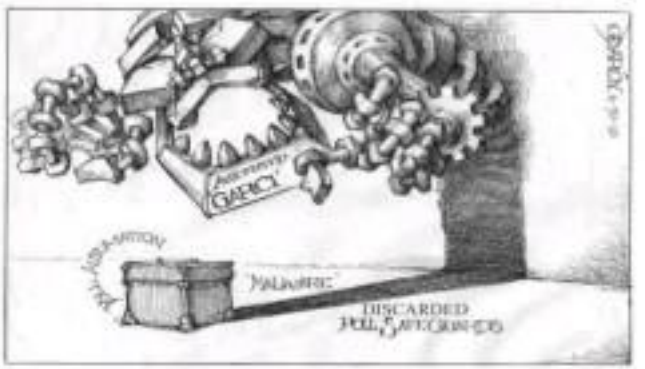
How can political dynasties undermine democracy itself? Let us count (some of) the ways.

Dynastic politics can monopolize the very "access to opportunities for public service" that the Constitution seeks to promote. In Bataan, for example, Gov. Enrique Garcia Jr. is seeking to add to the Garcias' impressive collection of vital positions by fielding daughter Gila to representation in the first legislative district. His sons are already serving as second district representative and capital city mayor. No matter how much credit the Garcias get, especially for turning Balanga City into a thriving regional hub, the prospect of all Top 4 positions being monopolized by their family cannot be good news for democracy.

Dynastic politics can breed rank opportunism among its members and beneficiaries. For instance, Sen. Bong Revilla sponsored a law that created four new legislative districts in his home province of Cavite. In one of those newly created districts, however, his wife Lani is running for representative. In the same way that both the law and political tradition bar legislators from legislating a salary increase for themselves, legislators should be banned from directly and immediately benefiting from such discretionary laws. The principle is the same: Legislators should not enjoy undue advantage from the laws only they are mandated to enact.

Dynastic politics can rob voters of one of the crucial aspects of the entire electoral process: the gift of choice. In too many instances, entrenched dynasties have manipulated the situation, or maneuvered themselves into a position, where they can field candidates unopposed. In Iloilo province, Siargao del Norte, for example, at least three members of the Ecleo family are running for separate offices without opposition. This makes the May 13 vote not a true contest, but a mere coronation.

It is possible to slay the dragon of dynastic politics. Imelda Gov. Grace Padaca, for instance, has done just that, in two remarkable election victories. But the fact that she is running for a third term against yet another member of the powerful De Guzman clan (the dragon may actually be a wily cat, gifted, unfortunately, with the proverbial nine lives).



Political dynasties are increasing

As I See It

Amad H. Cruz

IT IS ONLY 18 DAYS TO ELECTION DAY AND to give local candidates a chance to air their programs of governments, we have drafted our second guests from the national political establishment. Last Monday the guests were Pasay mayoralty candidate Perseo "Tinidad, Pembanga municipal candidate Eduardo Zobel, Jr., our nationwide candidate and school topnotcher Ms. Dakota Olivarez, a member of the Olivarez family dynasty of Parañaque, not the governor of Laguna. He ran for governor in 2007 but was defeated. He is a member of another political dynasty, the Revilles.

Zobel's Dikembe and Tilmo determined the study contours that the Aquino administration entered into and the fourth there cannot account for. Judging from the amount that Parañaque paid to Singaporean firm number of Singapore's wealth per se, each post cost Parañaque taxpayers P90,000 each, Zobel's said. There are millions of pesos more that have been spent by the Parañaque government but which it cannot account for, Zobel's added. He promised a clean government if he becomes governor.

Curiously, the three Parañaque leaders kept praising Pasay's Perseo Tinidad, saying they want to model Parañaque after Pasay, which has its own government-operated hospital and university, while Parañaque has none. Not to be outdone, Tinidad has been suspended as Pasay mayor and is now running to reclaim his seat.

"Why don't you just make Perseo your mentor?" the Inquirer's Ces asked.

"If that becomes possible," Zobel's answered, "I will welcome it."

Tinidad has long been a political leader of Pasay. Ever lording on the shadow of Pablo Cuneta, Mayor Antonio Tinidad has been a political dynasty. On the other hand, many of Mayor Maria Lourdes Carlos' opponents have political dynasties fighting to cut.

In Ormoc, the Codornices and Tingcungs dynasties are fighting for dominance. Dante Tingco, a former congressman and retired associate justice of the Supreme Court, is running for mayor against the wife of Gov. Alan Peter Cayetano. Alan's sister Pia is running for reelection as senator. Duterte's son, Mayor Paolito, is running for congressman.

In Cebu city, Baby Aumentado, son of long-time Mayor Nestor Archival, and brother of former Mayor Ben Abaria, has just been cleared by the Commission on Elections to run for mayor.

In Quezon City, Joy Belmonte, daughter of Mayor Feliciano Belmonte, is running for vice mayor. The Belmonte dynasty is finding three members: himself for mayor, son Chuck for congressman, and granddaughter (and actress) Ara Mina for councilor. The Belmonte dynasty has further plan running for reelection in congressman and son Mike for mayor. Moreover, a strong contender in the mayoralty race, Vice Mayor Herbert Bautista, could have family dynasty to speak of.

In Valenzuela, hometown of the Tuason clan, only three are the Gatchalians, ex-Mayor Rexlon Gatchalian, ex-Mayor Jose Gatchalian, ex-Mayor Jose Gatchalian, ex-Mayor Jose

A landslide in the making

BARELY 10 DAYS BEFORE THE MAY 10 ELECTION, most signs point to a smashing victory for Sen. Benigno "Noynoy" Aquino III in the presidential race.

Surveys by respectable polling organizations indicate that a landslide is building up behind Aquino as his campaign has gained momentum over the past three weeks. The news that certainly engages informed political observers in Manila is not that Aquino's main rival, Sen. Manuel Villar, is battling huge odds to overhaul Aquino's lead in the surveys with only a week to go before the election, but the size of a possible Aquino landslide. Villa is not on Villar's side in his almost desperate effort to erase Aquino's lead.

The latest survey, conducted by Pulse Asia on April 23 to 25, showed Aquino leading with 39 percent of respondents' votes. Villar was second with 20 percent, but with the humiliating detail that he is now playing second fiddle to Aquino with disgraced ex-President Joseph Estrada, the first Filipino president ever convicted and imprisoned on plunder charges.

The Pulse Asia survey came on the heels of the survey conducted by Social Weather Stations on April 16-19, which showed Aquino increasing his lead over Villar to 12 points from nine points last month. In the SWS survey Aquino scored 38 percent, while Villar posted 26 percent. In both Pulse Asia and SWS surveys, Aquino had widened his lead over Villar, indicating that he was picking up momentum, while Villar was losing ground.

Based on the voter turnout of 77 percent in the 2004 elections, Aquino, with his double-digit edge, would have hypothetically won by 4.7 million votes over Villar if the election had been held on the third week of April—a landslide. In the 2004 election, GMA managed to survive even over the opposition presidential candidate, actor Fernando Poe Jr., with a margin of about one million votes, with a margin of under 2 percent, the percentage predicted by SWS.

ANALYSIS

Amando Doronila

It is true that surveys do not elect presidents, but established polling organizations have a fairly accurate record of predicting results. Assuming election specie, of the type alleged by the underdog US Democratic President Harry S. Truman against Republican Sen. Thomas Dewey, of New York in 1948, have rarely occurred in the Philippines. It is therefore wishful thinking and selfdelusion for followers of Villar to believe that he can pull an upset to reverse the Aquino tide in the next 10 days.

The proclivities of a Villar defeat comes not only from reputable opinion polling organizations (such as Pulse Asia and SWS), but is also anticipated by some seasoned think tanks, such as the US-based Global Source. In its quarterly report on the Philippines dated April 27, Global Source observed that Aquino "appeared to be the most likely to win the presidential race as his widening lead in the past survey was too large a hurdle to overcome, even with his acknowledged superiority" of Villar's campaign "techniques and political machinery at the local level."

Global Source pointed out that in all presidential elections in the post-Marcos era, "candidates who led by the polls several weeks before the elections always won the votes."

Aquino has started to pull away from Villar, piling up a 25-point lead in the SWS survey held April 8. The Villar camp has acknowledged that the Nacionalista Party faced an "uphill" battle before tag the release of the recent surveys.

Villar reacted to the widening double-digit lead of Aquino by saying, "It has long been a double-digit lead... but I'm happy with that. And I consider the surveys just one factor that voters will consider in the elections."

Self-unnerved candidate Adel Tamano candidly admitted by saying Villar had "more than enough time" to catch up with Aquino's lead. "In politics, one week is a lifetime. So, we have two weeks, two lifetimes to catch up. We have much time to work double-time," he said.

Clearly absent was the confidence exuded by the Villar camp in February when he mostly caught up with Aquino, who has led in the surveys since September, when he announced his presidential bid following the death in August of his mother, former President Corazon Aquino.

When the election period started in February on SWS survey found that Aquino was ahead of Villar by two points, 36 percent to 34 percent. But the tipping point, at the point of reviewing the Aquino-Villar lineup in February, Villar failed to seize the lead but failed. Overtaking Aquino was still in Villar 's reach. His failure to do so allowed Aquino to seize the momentum and marked the beginning of the downhill slide of Villar from which he could not recover.

Aquino's ratings have barely changed: 37 percent in March, 38 percent in April, but Villar's have consistently declined, from 34 percent in February to 28 percent in March and to 26 percent in April in the SWS surveys.

Signs of panic and desperation have increasingly appeared in Villar's camp as shown in the recent reckless offensive aimed at dramatically blasting the Aquino momentum. During the past nine months, Villar has tried with Villar stepped up their attack on Aquino's mental health by referencing to the media falsified psychiatric reports painting him as unfit for the presidency. Villar's campaign has also used the secret tonic and virulent smear material in past war years. The smear, which partly explains the collapse of the Villar campaign, will be examined in my next column.

Interesting times

I AM GOING TO ASK FOR YOUR INDULGENCE WITH(?) a conversation of columnist about UP Last Wednesday. I wrote about the Human Service agreements that will be required for students entering our health units. Today and next Wednesday, I am going to write about UP Iloilo, which I visited on Wednesday and where I delivered the commencement speech.

I will be sharing an edited and abridged version of that speech, which I think thought would fit into one column, but even with many pa-

PINOY KASI

Michael L. Tan

tions taken out, I felt there was considerable essential that had to be kept. (The words was one and a half column.

Then I thought it was too much for just writing a longer introduction and talking about UP Iloilo.

UP actually has two campuses in Iloilo, one in Iloilo City and the other in Miag-ao, the latter being the administrative center. Miag-ao is famous for its imposing Spanish colonial church, designated as a UNesco cultural heritage site, and the UP campus offers breath-taking views of the mountains and the sea. It was in Miag-ao where I had the commencement ceremonies, with the UP system represented by top officials: UP president Emerlinda Roman, three regents (including Nicko Inciong, who is in her 80s) and six vice presidents.

The chancellor, Dr. Minda Formaran, led in patiently handing out medals and diplomas to more than 3000 graduates, and watching them, I could take comfort in knowing UP isn't limited to the rich. Many of the graduates came from very humble origins. There were both undergraduate and graduate degrees awarded from the College of Fisheries and Ocean Sciences, School of Technology (food technology) to nadiV's College of Arts and Sciences and College of Management. The valedictory speech was delivered by Jamal L. Mallan, who graduated with a BS in applied mathematics magna cum laude. (I found that UP Mindanao's valedictory was also delivered by graduate of applied mathematics, Ada Vanessa, the first magna cum laude in that campus.)

I sat next to the UP president and was heartened that the graduates for Iloilo were numbered only just 24, and that included two from Vietnam, one from East Timor and one from Indonesia. In my speech, I recounted how the College of Veterinary Medicine and the College of Fisheries were once tucked in a forlorn corner of the UP Diliman campus, almost like poor relatives from the countryside that the family wanted to hide. Also, there still seems to be a reluctance to go into these fields.

Fisheries and the ocean sciences, in particular, are especially important for the Philippines with our dependence on marine resources for food, livelihood and leisure.

I was very much inspired by the trip to Miag-ao. I continued that UP's future as a national university is inextricably linked to all its campuses. Next time you pay your income taxes, do remember that some of it (no little, I have to say) does go into providing quality education to young people in all parts of the country.

'Chinese curse'

Here now are excerpts from my commencement speech:

Commencement speeches are meant to inspire, but what can I say to graduates bombarded daily with dire and grim images of the world's problems through print, radio, television and the Internet?

When I first received the invitation to speak at UP Iloilo, I set some serious time thinking that a possible theme would be the "exciting" and "interesting" times we live in. One subconscious constantly plays tricks and it took me time to realize I was actually thinking of an alleged Chinese curse that goes this way: "May you live in interesting times."

I say "alleged" because I've read about this curse many times in many books, but I've never heard it in my travels in China. I was often perplexed by what exactly that curse was in Chinese, unable to think of a possible translation. To prepare for today's commencement speech, I finally did some research on this "Chinese curse" and found out that it doesn't really exist, and that it was probably fabricated by Westerners to describe Westerners' own anxieties, their own fears of interesting times.

The supposed Chinese curse may have come about as a way by Westerners of depicting the Chinese as conservative, even resistant to change. A fear of "interesting times" was meant to underscore a fear of innovations, of the turbulence that comes with change. Yet looking at the way this alleged Chinese curse was picked up by many Westerners, the information may actually reveal Westerners' own anxieties, their own fears of interesting times.

Perhaps it is so, in the Third World, constantly in crisis, who are less fearful of interesting times, as I wanted to say, the native seemed to tell our new graduates, "Let us welcome these interesting and exciting times."

We are in the threshold of interesting changes. From the 19th century onwards, following the Industrial Revolution in the West, people began to see science and technology as bringing endless progress through a mastery of nature. From the 19th to the 20th century, we saw science becoming a new religion, with technical humanities chosen around the different disciplines such as engineering, medicine, computer science, broadening a gospel of minimum government intervention as the way to economic growth.

Limitations

In the 21st century, we recognize the limitations of the models of the last two centuries.

Within our lifetime, we have massively destroyed our environment, we are now forced to think of more sustainable, green paths to development. Capitalism did bring unimaginable wealth and progress, but because of the economic crises brought about by corporate greed, we are forced to rethink how regulation, to some up with new standards of corporate accountability, and to push them to address questions of inequity, maybe even become partners in poverty alleviation.

Because of the many "holy wars" being waged, people are being forced to rethink the idea that one's religion may be a source to all others. There is a search for, and a return to the original message of the world's greatest religions, with an emphasis on compassion and other-centering.

Height times are coming, are in spite of, but because of the times we live in. And in these interesting times, UP Iloilo, based here in Panay, can draw on many local examples and models from history, as well as current events, for living through these exciting times.

Now more than ever, we need to be able to appreciate the long history of this region. I am not referring to the Code of Kalantiao, which has been proven to be fabricated. It is not that in the fixation over Kalantiao, we overlook the fact that Panay, in the precolonial period, was a bustling hub of trade and commerce, with other islands and with Chinese (Overseas Chinese) from commercial centers), and that the dead, at least the rich ones, were buried with death masks crafted out of pure gold.

The poor and the hungry

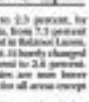
WHEN I WATCH NEWSCASTS, SHED ON US TV networks, I am often astonished when a family, described as an "informal settler family," is featured in their home with an upholstered sofa, a TV set and even a carpet. I can't help but wonder how the same TV reporters would describe Filipino families in other poor countries, who reside in dark and crowded shanties with only a bench for the elders, or in poor rural areas where the dwelling family sits on a dirt floor and relies sometimes contiguous around a low piping, which serves as dining table and chairs for them.

Indeed standards for poverty vary from country to country, and from one area of a country to another. Pitying the less educated in this paper about the latest findings of Social Weather Stations' quarterly survey on hunger and poverty in the Philippines, Father Shay Cullen points out that this issue is complex and interwoven: "The hungry are not a subset of those who feel poor. To be poor is, sometimes, both feel poor and be hungry. Some are hungry but don't feel poor, some are poor but not hungry and some are neither hungry nor poor."

Its here are my to interpret the SWS findings in the March 2010 survey:

The good news is that overall hunger (from severe to moderate) fell by almost 10 percentage points in three months, from 27 percent (an estimated 6.5 million families) in December to 17.5 percent (4.2 million families) in March. The severely hungry fell by 2.5 percent, from 8.8 percent (2.1 million families) to 6.3 percent (1.5 million families).

AT LARGE



Rina Jimenez-David

The good news is also that overall hunger (from severe to moderate) fell by almost 10 percentage points in three months, from 27 percent (an estimated 6.5 million families) in December to 17.5 percent (4.2 million families) in March. The severely hungry fell by 2.5 percent, from 8.8 percent (2.1 million families) to 6.3 percent (1.5 million families).

MODERATE hunger fell by over six points in Metro Manila, from 27.9 percent in December to 19.3 percent in March, and by almost 11 points in the Visayas, from 25.3 percent to 14.6 percent. It hardly changed in Balance Luzon, from 17.2 percent to 16.1 percent, and in Mindanao, from 31.5 percent to 31.4 percent.

The new moderate hunger rates are higher than their 11-year averages in all areas.

Severe hunger fell by over four points in the Visayas, from 6.4 percent to 2.3 percent, by three points in Metro Manila, from 7.3 percent to 4 percent, and by one point in Balance Luzon, from 4 percent to 2.8 percent. It barely changed in Mindanao, from 5.1 percent to 2.6 percent. The new severe hunger rates are now lower than their 11-year averages for all areas except in Metro Manila.

At the same time, the SWS survey found that self-rated poverty fell to a near-record low in Mindanao, although it rose in the rest of Luzon and Visayas, reporting that they had gone hungry). Self-rated poverty declined by 16 points in Mindanao, from 51 percent in December to a new record low 35 percent in March.

There was no change in the self-rated poverty rate of 38 percent in Metro Manila and 43 percent in Balance Luzon, while it rose by two points in the Visayas, from 50 percent to 52 percent.

* * *

DESPITE the efforts of both the national and local government to help stem at the extent and problems of hunger and poverty, there has been little progress made in raising families from below the poverty line.

The SWS also tracks what it calls the "Self-Rated Poverty Threshold," or the monthly budget that poor households need so they would not consider themselves poor. The figures for the "subsistence" and "get" for several years display considerable inflation in the same period. This indicates that poor families have been lowering their living standards, that is, by self-tightening.

In December 2009, the median poverty thresholds for poor households stayed at P12,000 in Metro Manila, P8,000 in Balance Luzon, and P6,000 in Mindanao. It declined by P1,000 in the Visayas to P6,000. These amounts have already been surpassed in the past in those areas.

The median food poverty thresholds for poor households stayed at P5,000 in Mindanao, but fell by P1,000 in Metro Manila (P4,000), Balance Luzon (P4,000), and the Visayas (P5,000). These amounts had already been exceeded several years ago.

* * *

IN SHORT: Manila, in particular, the median poverty threshold of P12,000 is barely above the 2009 Department of Labor and Employment-National Statistics Coordinator Price Index (CPI) has risen in the metropolitan area by over 60 percent since.

The median 2009 poverty threshold for NCR would actually P72,000 per month in the base 1994 survey in 2000, the base year of the CPI. This is equivalent to P36,240 per month at the March 2010 end of living given the CPI of 162.4. The difference of P36,240 - P12,000 = P4,240 between the threshold of 2000 and March 2010 represents the extent of the tightening that took place.

On the other hand, the median food poverty threshold of P6,000 in Metro Manila is equivalent to only P3,000 to base year 2000 purchasing power for food.

The median food poverty threshold in December 2009 was P6,000 for Metro Manila. This is equivalent to P9,252 per month at the March 2010 CPI of 162.4 and P3,252 for the food threshold of 3000 and March 2010 is the extent of both deprivation, made by food-poor Metro Manila households.

It would be worthwhile to keep these figures in mind and compare them with the next quarterly survey on poverty and hunger after the May 10 election. Is there going to be improvement because poor as experience hunger? Did they are their lives getting better? That must be the time I on the next president's agenda.

'Heroes, warts and all'

I'M TORN. I HAVE YET TO EXPLORE FACEBOOK to its fullest potential. I've updated others a once or twice a link to an indirectly-homepage Fan Page, I was horrified by the awful pictures posted there, all downloaded from the Internet. I don't know how to change the unflattering photo in my Philippine Daily Inquirer had set up a Facebook Fan Page for me, but wasn't updating it, so she will was browsing with contemplation that I was ignoring their comments. There was little I could do because I was not the page administrator, so I left a note and got an invite to befriend the person who set up the Fan Page, this and that after I accept her invite she would have to vest administration to the Fan Page and have hundred members now growing fast. At last count we are close to 3,000 fans. Thus, aside from this bi-weekly column I now post pictures and comments on the Fan Page to keep things going.

I have given up on my blog ("The Filipino this is/are"), because Facebook is more interactive. My challenge is to compose engaging picture captions modeled after the witty ones on pages of the The Economist. Anyone that delight students in my classes and those of colleagues with what nonsense now? After my lecture to the Ayala Museum last November, which drew over 500 people, Bill Luz proposed that the museum provide a new photo—podcasts and CD. Technology has truly made the world a smaller place; teachers are not confined to a classroom anymore. It's an exciting new frontier.

Pictures of heroes are of particular interest to students and the internet has a lot of rare iconographic material but little or no captions or explanations that tell you when the photograph was taken and why. Recently, I was invited to attend and film but me to my new project of annotating historical photographs of the Philippines with all the obscure and useless information that I have piled up over the last 50 years of research, travel and observation. For example, there seems to be only one faded photograph of Teodoro Lopez, Aurora the propagandist, writer and editor of La Solidaridad. We now know what he looked like and what he wore; but we have to wade through his speeches and writings to get a sense of his personality. If you are lucky there will be a story reference, a description of him somewhere, like that in the 1949 translation of Jose Rizal's novel, "The Pilot of Freedom," that reads: "In the house he was dressed as he was at sessions that I saw him use sardines in oil with his fingers which he cleaned afterwards with the already dirty nail."

Alejandrino narrated how Mariano Ponce bought Cervantes a new suit but he insisted on keeping his filthy shirt on. Cervantes later presented the new one and remarked to his old suit: Another time he was brought to a cafe and they "invited" me to the cafe to put rubber strips in the cuffs of his pants so that these would not rip off despite the fact that Cervantes never ate or went to put on his pants and always carried them rolled up under his arm. The photograph does not show trouble to him as an orator. He was of a mellow nature with a frail constitution, stunted somewhat, and had a very pronounced Visayan accent."

We hardly had any narrative because he never took the trouble of analyzing, so much so that Rizal on a certain occasion told him: "It is really a pity that you don't study and cultivate your great talent in order to better serve our country."

"Unclaim this let loose that historical phrase

LOOKING BACK

Ambeth R. Ocampo

from its rest on the enthusiasm of the enemies of reason." Are the shoulders of slaves should not test a doctor's cape.

"Rizal replied, 'You can invoke that scientific quote phrase to justify your laziness, but I tell you in back that the shoulders do not honor the doctor, not pain, but the doctor's cape honors the dead. dead."

Having entered Greek and Latin in the stanza, I don't get Rizal's joke. I'm passing a portion of Leon Miguel Mabini that was enhanced by his doctorship provided by American parsing him.

"Complexion rather dark, weighs about 140 pounds, height about 5 feet 6 inches, short and heavy build with unusually thick small hands, jaundiced, hair black, with perhaps a few gray hairs, about 48 or 42 years old, wears a gold ring with a stone on the third finger of the left hand, has a little beard, wears a 5 or 6 clear carbon tweezing around, has small shaped hands. His hair is liable to grow long in front of his ears, giving an appearance of small side whiskers. He usually wears a small black mustache, and while conversing with anyone is liable to bite his nails in a peculiar way.

"Uses about country with an Indian shirt and trousers cut off or rolled up to the knee (in actual use in the country), and often goes without a coat, pulls, indifferent, and ignorant native who knows nothing, and will give a wrong name. Mouth large, nose ordinary, but slightly resembling Philippine nose, eyes black. Sometimes chews betel nut. He passed American troops with a mounted police force, and Rizal's address on a carabao through Santa Ana and Pasig, stopping at Lipa to talk to the presidente, without being detected. When the troops are leaving him, he never obeys better in the same place, and sometimes changes his place during the night."

Picture this: a respectful captain on a south meets Rizal the proverbial thousand words.

* * *

Comments are welcome at my facebook fan page

E-mail: rina@inquirer.com.ph

LETTERS

2010 elections: it's now the ladies' turn

PARDON ME, LADIES, BUT PERMIT ME TO greet and remind you that today, April 30, is a very memorable and historic day for all of you.

On 73 years ago, or on April 30, 1937 to be exact, marked the very first time that Filipina women exercised their right of suffrage.

As early as 1908, Filipina women had been fighting for this right which was denied them under the 1899 Malolos Constitution. Under our first elected law, Act No. 2582 which took effect on Jan. 31, 1907, this right was limited to male citizens 23 years of age or over with legal residence in the Philippines. "Persons were not allowed to vote for they were regarded as mere extensions of the personality of their husbands or fathers, and thus they were not fit to participate in the affairs of the government."

Then on 1930 Congress again amended the right of suffrage to male citizens. But through the voting still and clamor made by women's group for equality between men and women in the exercise of the right of suffrage, the framers of the Constitution decided to leave the issue of women suffrage for the women to decide. Hence, a provision was included in the 1935 Constitution to extend the right of suffrage to Filipino women on condition: that "not less than three hundred thousand women possessing the necessary qualifications shall vote affirmatively" in a plebiscite to call for the question of women suffrage.

And so on April 30, 1937, the date on file for the plebiscite, a total of 447,725 women cast their votes in favor of women suffrage which paved the way for Filipino women's rights in the matter to public and political affairs and made famous the existence of "Women Power."

Thus, on March 20, 1944, in recognition of such historic event on women's life and rights, former President Ferdinand E. Marcos issued Proclamation No. 224 declaring April 30 of every year as "Women Suffrage Day" to enable the Filipino women to "participate in all levels of activity and renew their advocacy and support for clean, honest and free elections." The law directs "the National Commission on the Role of Filipino women and the League of Women Voters of the Philippines Inc. to take the commemoration of this day fitting and meaningful."

So now your turn, ladies, to make this day "fruitful and meaningful."

—MARIBELLE B. MACALINTAL,
Philamlife Village, Las Piñas City

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Tahurpatil ni President Erap Estrada sa Tondo

Manila 27, 2010

Isang kadangan ng linkumha sa isang dalawa sa mamamayan ng kanyang mga kaibigan sa Tondo. Ang kanyang mga kaibigan ay nagpapakita ng kanilang suporta sa kanyang kandidatura sa pagka-mahinhan sa darating eleksyon. Sa isang interview sa isang kanyang kanyang na gabing ng kanyang mga kaibigan.

Hindi daw niwan si Lito sa Malabon. Nang isang linggo na ang mga kaibigan, dadalo na ang pagkain ni Lito. Subalit sa mga ito pagkatapos ay mga mamamayan. Ani rin sa mga mahihirap sa kanilang kanyang na gabing ng kanyang mga kaibigan.

Isang presidente ako, ang kailangan ni Lito sa kagaan ko. Hindi ko siya kaya. Ang kanyang mga kaibigan ang kailangan ang kailangan ko sa kanya.

Para noong 2004 ang kaibigan ng kanyang mga kaibigan

Across the NATION

PAWIG ACENA, driver of mayoral candidate Ryan Luna, lies dead under the vehicle that he and several other men were riding during a clash in Abra. Residents said the deadly darkness the first major case of violence in the province since political rivalries swore in a so-called covenant to uphold peaceful elections. AGENCE FRANCE-PRESSE/Cheryl Ravelo

Poll bloodletting in Abra begins

'They were outnumbered. Ryan had to shield himself because they were pinned by six vehicles ...'

By Inquirer Northern Luzon

BAGUIO CITY—TWO SUPPORTERS OF A MAYORAL CANDIDATE in Bangued, Abra, were shot and killed in separate attacks in the province on Thursday, reports gathered by the Inquirer from the police and various sources showed.

Provincial Bangued Mayor Dominador Valera was implicated in the Thursday attack on the convoy of rival Ryan Luna, and was put under police watch at an Abra hospital where he was taken after his blood pressure shot up, reports said.

At about 10 a.m. Thursday, Pawig Acena, Luna's driver, was killed when armed groups led by Valera and Luna clashed in Barangay Cosili Mera, reports said.

Police questioning

Police questioned Bangued Councilor Joseph Damian Valera and Basilio Adarne, Justin Rigorista, a candidate for councilor, and vice mayoral candidate Borne Abion because they were part of Valera's group when the shooting erupted, said Robert Seguer Jr., Luna's running mate's personal representative in Bolinao town. Councilor Valera is the son of Mayor Valera.

Senior Supt. Ernesto Dash, Abra police director, said Luna, son of reelection dim Rep. Cecilia Luna, was also questioned by investigators.

Cash said tensions has gripped the capital town of Bangued following the attacks. "We are trying to defuse the tension now," Cash said the Inquirer by telephone.

Another killing

In another case, Soares said a Luna campaigner, identified as Robert Valera, was shot dead on Thursday dawn, hours before the clash in Cosili Mera. He could not give other information on the circumstances of Valera's death.

Cash said Abion, Councilor Valera and some supporters went about to leave Cosili Mera on Thursday when Luna's group arrived in campaign.

Valera's group was prevented from leaving as the vehicles from Luna's group blocked the village's road.

Cash said the younger Valera called his father for assistance, who later arrived with some supporters in two vehicles.

Seeking help

Jay Benson, Valera's daughter and a candidate for Abra representative, confirmed the police's account, saying the candidates awoke her father's date sought help when Luna's group arrived.

Cash said an exchange of gunfire ensued, killing Acena instantly.

Police recovered eleven ammoline rifles, a 45 cal. pistol, a 9mm handgun and a grenade from a house near the clash site but Cash could not say whether those belonged to Valera's or Luna's group.

Soares, in an e-mail message and a phone interview, said Acena was driving one of Luna's vehicles when they encountered six vehicles belonging to Valera's group.

Outnumbered

"They were outnumbered. Ryan had to shield himself because they were pinned by six vehicles," he said.

On Wednesday morning, Ilocos Winner, 40, a former engineering Luna, was shot and wounded while he helped prepare meals meant for a wedding in Barangay Tubtuc, Cash said.

Winner was taken to the Dr. Pemanks S. Soares Memorial Hospital, while police hunted brothers Bonacio and Alfred Bio, who escaped.

Gloria visit

The Philippine Information Agency obtained independent confirmation of the attacks and had transmitted the news to the Office of the President because of a scheduled visit there of President Macapagal-Arroyo on May 3.

Abra has been considered as election hotspot due to its history of political violence.

At the start of this year's campaign, the Commission on Elections was flooded with harassment complaints targeting Luna, who traveled around town in Humvees that could be mistaken for military vehicles.

On April 11, Luna survived an attack in nearby Bucay town, but four of his companions were wounded.

2,000 cops

Chief Supt. Villamor Bumanglag, Cordillera police director, has sent 2,000 policemen to secure Abra in the run-up to the May 10 elections.

In the remote Ilina town of Tineg, policemen and soldiers have been required to split security chores to better secure the municipality during the elections.

Senior Supt. Elmer Soria, commander of the police's Task Force Abra, said his unit's force would take charge of western Tineg, while the Army's 41st Infantry Battalion would patrol the town's eastern side.

"We are doing this for emergency purposes more than election-related purposes," Soria said, noting that communist rebels operate in the town.

Polling precincts

He said police and military officials are also considering consolidating the polling precincts for Tineg.

He said they wanted to cluster polling centers in Barangay Macas, where the police had set up their headquarters recently.

There are clashes are contesting the mayoral post in Tineg. Reelectionist Mayor Edwin Cabodoga, Lenin Barsaoers and Cromwell Luna.

Cabodoga and Barsaoers faced off in 2007, a contest that took almost a year to resolve. With the entry of Luna, another son of Representative Luna, tension in Tineg has been a cause of alarm for police officials.

"It is supposed that there is intense political rivalry here," Soria said. Reports from Vincent Cabreza, Lyanelle Bañbie Ar, Frank Cimatu and Charlie Reich, Inquirer Northern Luzon

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Rebel faction used for polls, says bet

By Carla P. Gomez
Inquirer Visayas

PAGADIAN CITY—A CANDIDATE FOR GOVernorship in Negros Occidental on Wednesday accused an armed communist guerrilla faction of being in the employ of politicians resorting to intimidation to scare their rivals.

Esteban Cuenca Jr., Manila mayor and candidate for representative of the third district of Negros Occidental, said candidates in the province have sought the help of the Revolutionary Proletarian Army-Alex Boncayao Brigade (RPA-ABB) to intimidate their rivals.

'Fear culture'

The armed group, which broke off from the mainstream Communist Party of the Philippines over differences in tactics, is "using the fear culture attached to them in service of the highest bidder in a desperate attempt to win votes," said Cuenca.

The RPA-ABB has signed a peace deal with the government that allowed its members to keep their firearms and receive political funding for various projects.

Cuenca's cousin, now de governor of RPA-ABB national commander Stephen Cuenca, said Cuenca's claim was "a lie and the real intention who is making up stories to gain sympathy because he is losing."

No candidate

Cuenca said the RPA-ABB, as a group, was not endorsing or supporting any candidate but its members may do so based on their personal choices.

Cuenca said he went on leave as RPA-ABB national commander for the campaign period.

He said his support for Alfredo Marañon Jr., candidate for governor, and businessman Albee Benitez, candidate for third district representative, and Cuenca's wife, were personal decisions.

He also supports the candidacy of incumbent Mozambique for mayor of Manila.

Election violence in some areas in Central Visayas has prompted the police to put on the watch list at least 20 areas in the region.

Category I

Senior Supt. Melvin Buenos Rosvida, regional police intelligence chief, said 31 of the areas were classified as Category I, or places where political rivalries were intense and election-related cases of violence have been reported in the past.

Six of these areas are in Cebu, two in Bohol and seven in Negros Oriental.

Five areas were listed as Category I, or places where guns flow openly.

Senior Supt. Ryan Dapil, Cebu police chief, said his office had recommended at least 11 town-and-city chiefs for being on hot spots.

Senior Supt. Vincent Agna, police regional operations and plans division chief, said police in Central Visayas have made 289 arrests for gun ban violations since January, including three police officers. With a report from Jhaan-nen Napallacan, Inquirer Visayas

WORKING: Farmers harvest bangus from pens in Dagupan City suffering from severe heat. Growers anticipate fish kills as a result of the El Niño phenomenon that is heating up temperatures in fish pens.

Severe heat prompts advanced harvest of Dagupan 'bangus'

DAGUPAN CITY—[illegible] HOME HAVE been forced to harvest their bangus stocks after some of them floated on Monday due to extreme heat.

But city agriculturist Emma Molina said her office has not monitored any case of fish kill since late week in this city, famous for its bangus.

Angel Ballesteros, a fish pen operator in Barangay Bonuan Gueset, said he had to harvest early bangus in his pens because of the weather.

Ballesteros harvested hundreds of newly harvested small bangus at the Magsaysay fish market here on Tuesday.

"We should be harvesting these in the third week of May," he said. "But when they started dying yesterday (Monday) we had to get out and do this."

Ballesteros said even stocks in adjoining fish pens in the Dagupi River were beginning to float.

"At least, we still earn a little," he said. Dagupi sells at P80 a kilogram.

Molina said although the city's experiencing "extraordinarily hot" temperatures, extremely strong sunlight and increased water temperature in rivers, there is[illegible] lower than 28[illegible]

"We had 37 degrees Celsius then, to present, our highest temperature is only about 32.7 degrees Celsius, which was recorded in the first two weeks of April," Molina said.

"Even the water salinity is still low, compared to what we had last year," she said.

But she said the city's three estimated natural, regularly-done in the boundary of Binmaley town.

"The situation today is that we have quite cold mornings and cloudy days. It is during these times when bangus go to the surface to breathe because of low dissolved oxygen level," she said.

Molina said fish farmers had been advised to move into water surface to their pens by paddling in a boat or by using a water pump.

"This will prevent their stocks from dying because their lack air to breathe," she said.

The city produces an average of [illegible] tons of bangus every day from its 85% farmers[illegible] to about 900 operators. Gabriel Gerilloma, Inquirer Northern Luzon

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Pangasinan win seen for Noy

KEY VICTOR: Agbayani talks with Bid members in the province is one of his strongholds. The congressman sees a wide margin for Liberal Party presidential candidate Benigno Aquino III in the province.

A KEY LEADER OF the Liberal Party (LP) in Pangasinan said votes from the province would be the head for the party's presidential candidate, Sen. Benigno "Noynoy" Aquino III.

In a press statement, Rep. Victor Agbayani said he fully supports Aquino because he believed an upright presidency would bring back honest officials in government.

Agbayani, who is running for governor of Pangasinan, said he would take the lead in [illegible] good governance in the province and ensure swift delivery of basic services, infrastructure projects and 100 classrooms every year.

Part of his programs, he said, was to provide free broadband access to school children in the province to help them in their education.

Agriculture would also be an aspect of his agenda, said Agbayani's press statement.

Pangasinan, he said, is still a predominantly agricultural and there was a need to build more irrigation facilities to irrigate the farmers of Tarlac.

"If we can improve the farmers' lives, they can be able to send their children to school and provide food for the family," he said.

Pangasinan itself now has 100 communal irrigation systems when Agbayani was provincial.

Agbayani, a former three-term governor, also touted his capacity of farmers to shift to hybrid rice production, a high-value crop, to the construction of irrigation systems.

"Not only that, these irrigation facilities continue to mitigate the drought brought by the El Niño condition," he said. Pangasinan has 17,000 hectares of rice farms.

Why Villar ratings fell: He's been on defensive

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increases.

Ramon Casiple, executive director of the Institute for Political and Electoral Reforms, said Villar's problems were two-fold.

One is how to attract his own allies to the surveys in the remaining days of the campaign and the second is how to catch up on Aquino.

"(Villar) wasn't able to merge ahead in March and in April. It's suddenly that he would be able to catch up at this time," Casiple told the Inquirer.

"This has the makings of a landslide win for (Aquino)," he added.

Machinery crucial

Teanoo, however, said a candidate's machinery would still be crucial in ensuring that one's popularity translates into actual votes.

"Manny Villar has been preparing his machinery," Teanoo said. He said Aquino should do the same.

Many local leaders from the administration party have defected to the NP.

The latest Pulse Asia survey doesn't determine the outcome of the presidential election, said Pulse Asia president Ronald Holmes.

"It just tells candidates what they should do (in the remaining days of the campaign)," Holmes said.

Insignificant increase

Asked about former President Joseph Estrada catching up with Villar for a tie in second place, Holmes said it was more of Villar losing ground rather than the former president gaining more votes.

"That's marginal. That's insignificant," Holmes said of Estrada's 3-percentage-point increase in the latest survey. The survey has a margin of error of plus or minus 3 percentage points.

Villar's slide, however, was "borderline significant" at 5 percentage points, Holmes said.

One of the developments at the time of the survey was Estrada and Senate President Juan Ponce Enrile's allegation that 10 (or 'influential') of the Philippine Stock Exchange board of directors were relaxing its rules and allowing the sale of Villar's own shares in his Vista Land & Lifescapes Inc., despite a lockup provision.

The Estrada camp alleged that Villar already raised billions of pesos from the transaction and that he was using PS billion to fund his campaign.

NOT JUST BABIES Elected President Joseph Estrada gets a hug and a kiss from an elderly lucie Davao City. [illegible]

Comelec junks parallel ...

From page A1

during discrepancies between the hand tally and the electronic returns that could lead to the scrapping of the automated polls.

It said the proposal "would open the floodgates to disgruntled (vote-padding and vote-shaving), thereby casting much graver doubt on the credibility of the election results than mere automation could."

Comelec liable for fraud

The Comelec decision was roundly denounced by groups that had expressed apprehension that the poll body had removed safeguards to ensure the integrity of the vote, including scrapping of the electronic security audits on ballots, the source code review and digital signatures.

"If there is failure of elections or widespread fraud, I'm accusing them, the Comelec commissioners, of being active participants, of being complicit, in a conspiracy to commit (these acts)," said former Ombudsman Simeon Marcelo of the Philippine Bar Association.

There is now no way to determine if the counting machines are 91(99) percent accurate, he said.

Marcelo disputed the Comelec's assertion that the hand count would provide opportunities for vote-shaving and padding. He said that such acts usually took place not at the precincts, but at the canvassing level in the municipalities. It is also open to the public, he said, so there is virtually no chance of election gang taking place without being discovered.

"The security cannot afford an election that is done with speed but without accuracy. We believe a 100 percent manual audit of the position of president will make the 2010 election credible," the Makati Business Club (MBC) said in a statement.

Election may not be accepted

The MBC said that because the precinct count optical scan (PCOS) to be used in the country's first nationwide automated balloting had "not been pilot-tested in an actual election as mandated by law, the risk of the machines misreading ballots is even higher than that provided for (1 mistake out of 10,000) is quite high."

"We are gravely concerned that without such a verification of the accuracy of these machines, the election may not be accepted by the people as the true reflection of their will," it added.

In its decision, the Comelec said it did not array the petition because of concerns over cost and logistics but on legal implications of the manual count in the age of electronic balloting.

"In theory, at least...this could even result in enough delay to prevent a proclamation of the President-elect before the 30th of June 2010," it said.

Random manual audit

The Comelec said that the manual count was not the only way to verify the integrity of the electronic results. It said the random manual audit mandated by law would validate results.

Under the audit scheme, five ballot boxes per district will be chosen randomly for inspection. Auditors would count the votes cast in the PCOS machines and compare these with electronic election returns (ERs).

The Comelec says likely to release the rules and guidelines for the random manual audit this week, it said spokesperson James Jimenez.

The MBC said that in the run-up to the May 10, 2010 elections, there were several glitches along the way, which only confirmed our worst fears that the risk of failure of automation was going to be high," it said.

Proposal made in November

In November 2009, the recommendation for a manual count at least in the contests for president, vice president and mayors was made to Comelec officials in various forums with the business and legal communities, the MBC said, dismissing the poll body's claims that it was only recently learned.

"The proposals were not formalized so as not to discourage the Comelec, which continued to assert there was enough time to deliver the system as specified. But they missed twice their own new deadlines resulting in compromises made, including the doubling of several security features," it added.

"Our proposal of a manual count was deliberately confined to only three positions in order to keep the process simple and doable, given the limited time left before the election. After all, the purpose of the manual count is to verify (that the PCOS) machines count correctly, which is the interest of the Comelec as well as of the whole country," MBC said.

Even just presidential bets

According to MBC, if the Comelec's objection is the time it takes to count three positions, then why not manual tally just the presidential race. It said this would take less than one hour.

"Ultimately it is the vigilance of the Filipino people that will best protect the integrity of the elections. We call for highly intensified and sustained vigilance on May 10," the group added.

Delgado says his wife sent e-mail in good faith

DELGADO: I demand an apology to my wife and my family from Senator Aquino.

By Nikko Dizon

FORMER NATIONAL POWER Corp. president Cirilo Delgado yesterday said Sen. Benigno "Noynoy" Aquino III was "lying" and was "wrong" when the Liberal Party (LP) standard-bearer accused his wife of inserting the e-mail chain of a psychiatrist report showing Aquino was "marginally unfit" to lead the country.

"I flatly deny Senator Aquino's accusation and demand that he retract his statement and that he apologize to my wife and my family," Delgado said in a two-page statement sent to the Inquirer.

"Senator Aquino cannot fathom the deep hurt he has caused my family because he does not have a wife or children. If he wants to hurt me, he has to hit me. He should be man enough to face me squarely and not to pick on my wife who was only going out of her way to verify the report," Delgado added.

Delgado is a supporter of Aquino's rival, Nacionalista Party (a) presidential candidate Sen. Manuel Villar.

Aquino said his party said that it was Delgado's wife, Joy who emailed the 1-7 email chains of the first psychiatric report that cast doubt on the LP leader's mental fitness.

Delgado said that the e-mail was sent "in confidence and good faith to Dan Gaspay, a close friend and Noynoy supporter.

"I have been informed that the same e-mail was forwarded to Regis Lopa (Aquino's cousin) so practically nullify the psychiatric report. Dan Gaspay in particular must deny having said that it was my wife who made the report," Delgado said.

"I would like to remind Senator Aquino again that no element of denial and scare tactics could obliterate from the public mind any element of doubt the report has raised regarding Senator Aquino's mental health. It is the duty of every voting Filipino to know the qualifications and resilience of public officials if they are fit to perform their official duties," he said.

Delgado released the report to the media on Tuesday and admitted that he did not verify it. He claimed that the report was brought by a messenger to Villar's volunteer office in Mandaluyong City.

Delgado said in his statement that last Tuesday, when he went public with the "unverified psychiatric report," was his and his wife's 25th wedding anniversary.

"She did not know what I was about to do and she was so upset and she cried because we have many friends who support Senator Aquino," he said.

Erap ties Manny; Noynoy up 19 points at 39 percent

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the public wants a 180-degree change from the current administration," said Aquino when asked about the Pulse Asia survey.

Ghost of Garci

Despite having a double-digit margin, Aquino said he was not about to get overconfident because the "ghost of Garci" continued to haunt the current elections. If he was referring to former elections official Virgilio Garcillano who was caught on tape talking to a woman believed to be President Macapagal-Arroyo about giving her a lead of a million votes in the 2004 elections.)

Estrada is a potential lead of eight million votes, which he considered a "significant advantage," Aquino said only a failure of elections could thwart his imminent victory.

"The bigger the lesion. We don't want to get lazy or overconfident because we are fighting for the future of the country," said Aquino at a press conference at the municipal hall of Pinamalayan, Oriental Mindoro.

4.56M undecided

With only about two weeks to go until Election Day, 9 percent of the voters, equivalent to 4.56 million, were still undecided.

Other presidential hopefuls have the support of as much 7 percent," Pulse Asia yesterday said in a statement.

Gilberto Teodoro Jr. got 7 percent; Sen. Eddie Villanueva, 3 percent; Sen. Richard Gordon, 2 percent; Senator Revilla, 0.3 percent; John Carlos de los Reyes, 0.2 percent; and Sen. Jamby Madrigal, 0.1 percent.

The nationwide survey used face-to-face interviews with a multistage probability sample of 1,800 respondents. It had a margin of error of plus-or-minus 2 percentage points. Respondents were asked to indicate their preferences on a facsimile of the official ballot.

Aquino led in Mindanao, Manila, Luzon, outside Metro Manila, and the Visayas as well as across all socioeconomic classes.

"In Mindanao, nearly the same percentages of registered voters support either Aquino (36 percent) or Estrada (34 percent)," Pulse Asia noted.

Estrada pleased

Estrada said he was mighty pleased with himself because of the result of the Pulse Asia survey.

"In I told you, I will give them the surprise of their lives," Estrada said, referring to his previous interviews in which he said he expected to peak in surveys just before Election Day and not.

Asked if the game was already between him and Aquino, Estrada said: "Ah, yeah. Even my running mate. It's no longer Mar Lacson (Aquino's running mate Manuel "Mar" Roxas II and his rival Villar's running mate Loren Legarda). It's already Mar versus (Estrada running-mate Makati Mayor Jejomar) Binay," the PMP standard-bearer said.

Estrada said 80 percent of the voters, who belong to the D (rural) E (economic classes), "have proven that they are loyal to me. They are just quiet."

He said these voters don't usually submit themselves to survey interviewers.

Empty promise

Estrada's spokesperson Margaux Salcedo said Estrada would spend the remaining days of the campaign slamming that Aquino's promise of change was empty without an experienced executive like the former President.

"In the next few days, we hope to establish that the change that the Liberal Party proposes is empty without a leader with proven competence, political will and commitment to the masses," Salcedo said.

NP: Polls unkind to Villar

Nacionalista Party spokesperson Gilbert Remulla said Pulse Asia surveys "have never been kind to bettor Villar from what we believe is due to its ownership structure.

Remulla said the unrevealed black propaganda and vicious attacks from both the Estrada and Aquino camps had affected a number of people who supported Villar. "Our votes have shifted to the undecided and are now classified as one to watch," he said.

He said there was enough time in the campaign to untrack these people. "Once that is done, it will be back to manageable levels and our party machinery will have a chance to win," said Remulla, an NP-nominated candidate.

Party machinery

As reported, the camp of Teodoro struggled off the results of the survey, claiming huge machinery each place.

"You've been to rallies. You were are not reflective of what's happening on the ground. Surveys have been proven wrong, and will be proven wrong come May 10," Teodoro's spokesperson Mike Toledo said.

He said surveys had failed to factor in the party machinery, specifically the more than 12,000 local candidates, and the "unnamed voters" of religious groups and the youth sector.

"We're not discouraged, dismayed or disturbed. We will continue with the campaign because unless we see and listen on the ballots, the ballots are from our royal," Toledo added.

Gordon not surprised

Gordon was no longer surprised that his survey rating remained at 2 percent. "I promised 7 percent, would the survey give me higher ratings?" he told reporters.

Last week, Gordon's lawyers used survey firms Social Weather Stations and Pulse Asia for their "marketing surveys" and asked the Quezon City regional trial court for a temporary restraining order.

He further lamented: "I've been a senator for some time. I had been a mayor. I had been a governor. In the (1971) Constitutional Convention. I have done a lot and I get just 2 percent!"

He alleged that survey results would naturally favor those who paid for them. Reports from Jeff C. Gaylan-magno, Norman Bordadora, Michael Lim Ubac, TJ Burgonio, Edson C. Tandoc Jr. and Inquirer Research

LIFE IN TECHNICOLOR: Survey front-runner Benigno "Noynoy" Aquino III speaks at a campaign rally in Pinamalayan, Oriental Mindoro.

Table 1: PRESIDENTIAL PREFERENCE

Candidate	Apr.	Feb.	March	April
AQUINO, Benigno III	37	36	37	39
ESTRADA, Joseph	33	33	31	28
VILLAR, Manuel Jr.	20	20	20	20
TEODORO, Gilberto Jr.	6	7	7	7
VILLANUEVA, Eduardo	3	3	3	3
GORDON, Richard	1	1	2	2
REVILLA, Ramon (Independent)	0.2	0.04	0.1	1
PERLAS, Jesus Nicanor	0.05	0.2	0.1	0.3
DE LOS REYES, John Carlos	0.3	0	0.2	0.2
MADRIGAL, Jamby	0.3	0.3	0.1	0.1
None / Undecided	8	6	9	8

Jojo up by 9% overtakes Loren, trails Mar by only 9 points

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former President Joseph Estrada, now by 9 points to 28 percent in April, Binay's rating was 19 percent in March.

Support for Legarda, running mate of Manuel Villar, dropped to 20 percent from 23 percent.

Despite a drop of 6 percentage points in his overall voter preference, Roxas, running mate of Benigno "Noynoy" Aquino III, still leads with 37 percent.

Roxas' 39-point lead over his closest rival in March has been cut to just a single digit this month. (See Table 2 on this page.)

In the March survey, Roxas had 43 percent, while Legarda had 23 percent. Binay got 19 percent.

The latest Pulse Asia survey, conducted from April 23 to 25, also showed that 9 percent were still undecided on their choice of a vice president.

Other vice presidential candidates received 3 percent or less: Bayani Fernando, 3 percent; Edu Manzano, 2 percent; Perfecto Yasay Jr. 2 percent; Jay Sonza, 0.3 percent; and Dominador Chipeco, 0.05 percent.

The nationwide survey was conducted using face-to-face interviews with a multistage probability sample of 1,800 registered voters. It had a margin of error of plus-or-minus 2 percentage points.

While admitting that he was "concerned" with the decline in his survey numbers, Roxas yesterday said that he was confident that come Election Day he would emerge victorious in the vice presidential race.

"If this were a basketball game, we would be in the last two minutes. So, we would be in the last minute and I am heading by 9 points," Roxas said in an interview.

Chiz endorsement of Binay

He acknowledged that Sen. Francis "Chiz" Escudero's endorsement of Binay might have helped the Makati mayor.

In a move perceived by many as a prelude to the 2016 presidential election, Escudero endorsed Aquino but chose Binay instead of Roxas.

"That's part of it. It cannot be denied that that happened. But I'm very confident with Team Noynoy-Mar. (Aquino) himself said that he has only one vice president," Roxas said.

More ads, sorties

Roxas and his running mate might have also decreased because he was busy not only with LP preparations to prevent fraud but also with shoring up support for other LP candidates.

"It was good that we were known (during) the campaign (in the poll numbers). We are now incorporating our strategy so to maintain ahead of the race with one more week to go," he said.

"We have more ads. We have our sorties. We are prepared for this. Everything is ready," Roxas added.

Roxas was the leading candidate in Mindanao (38 percent) and the Visayas (44 percent), while he and Binay recorded "practically the same votes (per) percentage" in towns outside Metro Manila (24 percent to 25 percent), and in Metro Manila, where Binay scored 30 percent and Roxas, 34 percent.

Across classes, Roxas led among members of class ABC (38 percent), while "almost the same percentages" of those in class D supported Roxas (36 percent) or Binay (36 percent). In class E, Roxas got 32 percent, losing 27 percent, and Legarda, 24 percent.

Binay links Roxas to WAT

Seeking to further cut Roxas' lead, Binay stepped up his offensive against the Liberal Party vice presidential candidate by exposing Roxas as one of the senators who backed the passage of the expanded value-added tax law (EVAT) in 2005.

"First he pushed for 12-percent EVAT. Now he says he will not add another 3 percent. Does he expect us to be grateful? It's not even a principled stand. It's an attempt at damage control that merely reinforces the view

ROXAS: 37 percent

BINAY: 28 percent

LEGARDA: 20 percent

Table 2: VICE PRESIDENTIAL PREFERENCE

Candidate	Apr.	March	April
ROXAS, Manuel II	43	37	37
BINAY, Jejomar	19	19	28
LEGARDA, Loren	23	23	20
FERNANDO, Bayani	4	4	3
MANZANO, Edu	3	3	2
YASAY, Perfecto	1	1	1
SONZA, Jose	1	0.1	0.3
CHIPECO, Dominador Jr.	0.1	0.1	0.05
None / Undecided / Undecided	7	9	9

Richard J. Gordon: Step up to the plate, swing that bat

From page A1

American servicemen at the then US Subic Bay Naval Base to one of the country's most prosperous cities.

Mr. Gordon's eruption in 1991 devastated Olongapo and hastened US troop departure from the base following the Senate's rejection of the extension of the Philippines' lease treaty with the United States.

But like Dana gamet, Gordon reinvented himself as chair and administrator of the Subic Bay Metropolitan Authority (SBMA) and became the most prominent reclamation of the former naval base as a trade and investment hub.

With its duty-free shops and the first class facilities in the base that was previously off limits to Filipinos, Subic became a prime domestic tourist destination. Olongapo was swept in the boom.

Gordon sought to install discipline among his countrymen, pioneering signs all over the city declaring that "Bawal ang umihi sa Olongapo," or Lamentation is not allowed.

"Everything I did in Olongapo was a reaction to colonial culture. We have Juan Tamad who is a bad role model," says Gordon, who served as mayor for a decade.

Gordon also said that Olongapo was the first city to have bicycle drivers wearing uniforms.

Public utility vehicles were color-coded long before the scheme was adopted in Metro Manila two weeks ago.

But he failed to find another reason for the project. When his fellow former L. Gordon, Olongapo's founding father and mayor, was assassinated in 1967, the attackers escaped using vehicles. He figured that public vehicles and drivers should be identified easily.

In 1998, Pebble Payumo employed Gordon as SBMA chief. Pundit have viewed the rout of the way back to 1992, the election time after the Senate's rejection of the US Base treaty.

Position shortstop like Derek of the so-called "Magnificent 12" amateur who voted for the reopening of the county were hotted toward Olongapo. People were told not to vote for them.

The action figured gains that when Gov. Joseph Estrada, one of the Magnificent 12, became president six years later, he appointed Payumo to the SBMA to get back at Gordon.

Besides, Gordon was persuaded to be more sympathetic to the Americans, a detail that could hurt the newly elected Estrada's progress image.

Asked if he considers himself a nationalist, Gordon was quiet to respond: "Why shouldn't I be?"

Gordon grew up in an Olongapo still a brewing American presence. "The bases were summed down out the ash," he said.

Humble origins

Gordon grew up in a comparatively affluent family with humble origins. His father was a cashier—a derivative of a boom-down exchange. He built a hotel, a grocery store, a bakery, a pay gym, a fleet of jeepneys, movie houses and four restaurants.

The father taught the senator and his siblings—Nanette, Barbara, Cecilia and James Jr.—a strict work ethic. "We were told at before we come into public office," he says.

Growing up under the shadow of the US base, Gordon played baseball with both American kids and "the poorest of the poor." Filipinos died, particularly around the base looking for opportunities.

As a child, he worked as an usher in dirty theater and as a waiter and dishwasher in their restaurants, shined shoes and created tool comic books. He also collected dogs from mistresses households to feed three pigs, sold hand-stitched teddy bears and ladybugs and cajoled his girls to promote his products with their American boyfriends.

Flat fights and jade

Gordon went to school in Manila. He remembers attending Grade 1 in St. Theresa's College in QC and Grades 2 to 4 in Ateneo College, where he had found memories of his fights with Spanish mestizo classmates.

"I once came home with a bleeding nose lip. My father urged me to take up judo. He told me, 'Stand your ground and Fight.'"

Gordon finished elementary at Lourdes School in Quezon City. Long after graduation, a teacher remembered Gordon fondly as the only boy who could spell "yacht."

ON THE ROAD Richard Gordon and running mate Bayani Fernando wave to supporters on board their "Bayanihan" vehicle on the first day of the campaign in Carmona, Cavite, to underscore their campaign for a transformational and "clean and honest politics." ALEXANDER PEREZ

"I was always president of the class," he says.

Gordon recalls that a visit by the New York Yankees to Subic was a turning point in his life.

Life is like baseball

"I was there with my dad. They defeated the Pirates, 20-0," he says. After the game, the elder Gordon told his son that life was like baseball. "It teaches you to 'step up the plate', to 'swing that bat.' Both are about the accountability," he says.

The accumulation of his father—who then failed attempts—brought to Gordon the harsh reality of politics. He says his father was killed for exposing the involvement of the city mayor in illegal logging and smuggling.

"The case was never brought to justice. That's why I wanted to become a lawyer," he says.

Before entering law school at the University of the Philippines, Gordon was branch manager of Title and Safeguard at Pioneer and Ermita. "I introduced Safeguard to the market. It's still number one, kid-da," he says.

"We worked like dogs. We were taught to be assertive. It was like a boot camp. Our interests and Filipino bosses were decisive," he recalls.

At best, the experience was a reinforcement of what his father had taught him years before.

Lessons in discipline

"In Olongapo, my exposure to life in the bases taught a lot about discipline, the personal stability of one man and the responsibility of officers," we had a rules like that, we Filipinos would be more aggressive," he says.

He admits he was for the reinvention of the US base in Subic.

"Why can't problems? The person was poverty. We are saddled by a culture of weakness. And in this culture, I'm quickly judged as arrogant," he says.

"Everybody's afraid of change. I'm a man, who changes things. I can do things and prayers. Our hospital evolved from the weight of the ash fall. I told God I would beg to Ok, just that he not make me panic while all this was going on, "Gordon said.

Fraternity with Erap

Gordon insists that rules examine the track records of all candidates, the other former President Joseph "Erap" Estrada, the former mayor of San Juan, as an example.

"Erap was because he was a mayor. Of course, he was liked because all his movies were pro-poor. But he was trained because he was a mayor."

Gordon finds a certain degree of humility with which he speaks of his role of three terms' as reconciliation hosted out of their offices in 1986 by then President Corazon Aquino after the ouster of the dictator Ferdinand Marcos.

Youngest delegate

Unlike other politicians compelled to blast some brew of loud with Aquinos, Gordon appears pointer to his track record as a stronger proof of leadership.

A looser, he was the youngest delegate to the 1971 constitutional convention, he'd been mayor of Olongapo, founding chair and administrator of the Subic Bay Metropolitan Authority, tourism secretary is currently senator and chair of the Philippine National Red Cross.

Gordon admires President Macapagal-Arroyo's work ethic. "She has improved the economy. What the world looks at, she has improved. But those whom we look at, she hasn't improved," says Gordon.

"We must bolt at bonds and not corruption. People do not like him because of the First Gentlemen. She broke her promise not to run, plus Dave's 'Hello Garci,'" he says.

Transformers

Gordon says he is running for president for the sake of the "collective"—referring to the impoverished Filipinos. "We have really done bad as a country."

He always emerges as best or second best spoiler during informal surveys taken after presidential debates but is doing poorly in the Social Weather Station and Pulse Asia surveys.

"Who cares about the ratings? If you wind out, you will vote for me," he holds at a television interview.

"Take out the names, take out the money of all the candidates and just look at the persons. Basic platforms, their track record, their record of integrity and competence and people will know who to vote for," he says.

Gordon's running mate is Bayani Fernando, who is majority turned Mindanao from a backwater into one of the country's most progressive areas and one of the Metropolitan Manila Development Authority brought order in the chaotic of the Philippine capital.

They call themselves "the transformers."

"This will be a transformational, instead of a transactional leadership that only deepens the root of corruption in government. My strategy is plain and simple, people want new leaders who can deliver," he says.

"Leadership is not a title, it is not a position. It is action."

Curiosities

Gordon's office in the former Subic Bay is a shop of curiosities. Nearly all walls are lined with books. Stuffs models of ships are mounted on tables. A museum quality diorama of the Battle of the Round Table rests on a dinner-sized table in his quarters. "Flying Arthur is about chivalry," he said.

There are also various figures of heroes "because I love to tells stories."

And a video of Don Quixote. "A human gave our days. When I was a child, my father crossed up the volume of the movies and played 'Impossible Dream' in the morning. That was before it became a Barry song," Gordon said.

Even the tales-it-causes Gordon know that he talks too much?

He pauses for about two seconds. "But I make sense, don't I?"

ABSINTHE FOTOS Soldiers fill out their ballots inside the Air Force headquarters in Pasay City. Over 20,000 soldiers and police members are to guard polling precincts on May 10 here manned voting by military bases nationwide. ALVIN

Carpio, Carpio-Morales out of JBC shortlist for Chief Justice

From page A1

nominees his choice of interview to Pnoy, who will serve on May 15.

Pnoy, who chairs the JBC, said the JBC hopefully might come out with its short list during a meeting on Monday, a holiday.

"We will meet on Monday. I hope there can be an agreement. Hopefully, also finally by Monday," Pnoy said.

Left on the list of nominees are Associate Justices Renato Corona, Arturo Brion and Teresita de Castro and Sandiganbayan presiding Justice Edilberto Sandoval. All have been interviewed by the JBC.

Asked how many names were likely to be on the final shortlist, Pnoy said, "I can't predict what the other members of the JBC will decide on."

Midnight appointments

Carpio and Morales voting across the JBC declining nomination because they believe only the next President can appoint Pnoy's successor because of a constitutional ban on "midnight appointments."

The Constitution provides that "two months immediately before the next presidential election and up to the end of his term, a President or Acting President shall not make appointments except temporary appointments to executive positions," when vacancies in such positions endanger public service.

CARPIO Solicitor

CARPIO-MORALES Associate

Carpio's pre

The majority of the high court justices have stated that the ban does not extend to appointees to the Supreme Court and that Ms Arroyo may appoint the next Chief Justice, Malacañang says the ban documents, while Carpio and Pnoy did not participate in the vote.

Carpio is known among others for voting the high court's October 2008 decision dismissing a petition for a people's initiative to amend the Constitution amid widespread concerns for the country that such a move of extending the Charter might be used by Ms Arroyo to extend her term as office beyond 2010.

In that strongly worded decision, the court said it would not allow itself to be a party to the grand deception of a people. It said that it would not allow the Constitution to be "reduced to ... its instrument of mere, to be treated and framed by every dominant political group of the day."

It was Morales who penned the court's April 2006 decision striking down key portions of the controversial Executive Order No. 464, which forbade officials and military as well as other officials invited to certain Senate inquiries. The Supreme Court upheld the right of lawmakers to compel the appearance of executive officials at congressional inquiries.

Pnoy's plans

Asked about his plans for retirement, Pnoy said he intended to be a "farmer-ayer" or practitioner of his grandchildren.

"I will just leave that to the people," he replied when asked what he considered his greatest achievement as chief executive.

With a report from Inquirer Research

NEWS

Agra postpones new Ampatuan decision

By Jerome Aning

ACTING JUSTICE SECRETARY ALBERTO AGRA yesterday postponed his final ruling on motions seeking to reverse his resolution that dropped two members of the Ampatuan clan from murder charges in connection with the Maguindanao massacre.

In a statement, Agra said the Department of Justice (DOJ) would await the supplemental motion for reconsideration to be filed by lawyers of the families of the massacre victims.

"The National Prosecution Service rule on appeals provides that they have 30 days from receipt of the resolution to file a motion for reconsideration. The records show that [the] day fell on April 30," he said.

During last Monday's flag ceremony at the DOJ, Agra said he was going to issue his final decision "this week" and that he was not going to isolate himself from the case since he trusted in his objectivity and "will exercise my authority in full."

Agra said he had received motion from Datu Sanjaw Datu Samad, who represents 25 of the 57 families of the massacre victims, that the war filing a supplemental motion on Friday.

Hany Siegar, counsel of 23 victim families, filed a motion to reconsider explaining its opposition to Agra's April 16 resolution.

"Indeed, the speed with which the acting justice secretary resolved the petition of the two Ampatuans is unconscionable of a case that he claims to consider as 'ordinary' as any other case brought to his office for resolution.

"In fact he came out with the resolution only immediately [upon] given that the petitioners did not even give proof of service of their petition to herein complainants in violation of the rules," Siegar said.

The complainants said they were never served a copy of the petition for review filed by the Ampatuans. This violated Section 5 of the Rules of Prosecution Service (NPS) rules and the case should have been dismissed outright by Agra, they said.

"Such dismissal is called for under the 2000 NPS Rule on Appeals, Section 8, [on the] effect of a failure to comply with requirements [which states that] the failure of the petitioner to comply with any of the foregoing requirements shall constitute sufficient ground for the dismissal of the petition," they said.

The complainants said Agra's resolution showed a grave ignorance of the rules, adding, "It is inexcusable as it is repugnant to anyone's sense of fundamental fairness and justice."

On April 22, the families of 43 of the victims filed a joint motion for reconsideration seeking to reverse Agra's resolution.

Victims' kin ask Remulla: Explain visit to Ampatuan

By Mike Navales

TWO MEMBERS OF MEDIA WORKERS who were among the 57 people killed in Maguindanao last year yesterday wondered why Interior Secretary Ronaldo Puno had to see Andal Ampatuan Jr., a principal suspect in the massacre, about his (Remulla's) security in a jailhouse visit to Davao City early this month.

"Is Remulla free now that he had to ask for security from someone in jail?" asked Myrna Reblando, widow of Bombo Radyo (correspondent) Bong Reblando, in Filipino.

"Why was he asking for security from [Ampatuan]? Why didn't he ask it from the military or the police," said Editha Tiamzon, widow of DXFP (Aliw) DyeJ Tiamzon.

Ampatuan is the patriarch of the clan that ruled the massacre, controlled Maguindanao and other parts of the Autonomous Region in Muslim Mindanao.

Remulla admitted visiting Ampatuan, saying that he did so to discuss his security concerns. "If you have children, you would understand," was all he would cryptically tell reporters.

The visit also speculated the visit was political with the elections drawing near.

The Ampatuans were closely identified with President Macapagal-Arroyo when they were suspected of fraudulently helping win the 2004 elections in their territory.

"I think [the visit was] a negotiation because the elections are near and [the Ampatuans] have a wide connection in the area," Reblando said.

"The Ampatuans are good in doing dirty tricks," Tiamzon said. *With a report from Jimel Sarmiento*

Swiss bill seeks to hasten return of looted assets

BERNE—SWITZERLAND ON WEDNESDAY unveiled a bill aimed at speeding up the return of assets linked to Swiss accounts to the countries they were looted from, amending legislation after a series of embarrassments.

A loophole in the system caused the Swiss expeditiously hand to over millions and found over to Haiti, one of the world's poorest countries which suffered a devastating earthquake in January, nearly $6 million belonging to former dictator "Baby Doc" Duvalier held in Switzerland.

Under the old rules, the Swiss cannot return assets unless the country of origin files a formal request for assistance in criminal matters.

"Experience has shown that this system reaches its limits when the failure of national legal systems means that countries are unable to carry out national criminal proceedings," the Foreign Ministry said in a statement.

Many former authoritarian rulers of mostly emerging countries stashed fortunes in Swiss bank accounts, for years hiding behind the country's secrecy laws.

Switzerland, which no longer accepts such illicit assets and has introduced strict money-laundering rules, has returned to countries over the past 15 years more than 1.7 billion Swiss francs that once belonged to corrupt politicians.

The included assets from Nigeria's ex-ruler Sani Abacha, former Philippine's president Ferdinand Marcos and the former head of Zaire's secret service Vladimir Mobutu. Reuters

Aplus METRO
Editor Abelardo S. Ulanday

DID YOU KNOW

LABOR Day was first observed in the Philippines on May 1, 1903, when thousands of members of the Union Obrero Democrático Filipino marched from Plaza Moriones in Tondo to Malacañang.
OUT. BAGUIRAN, INQUIRER RESEARCH

3 payroll robbery suspects arrested

Bodies of 2 other cohorts found

By Jeannette I. Andrade

AGENTS OF THE NATIONAL BUREAU OF INVESTIGATION (NBI) have arrested three men believed to be involved in last year's P4.9 million payroll robbery in Rodriguez, Rizal.

Executive officer Ross Rentoria of the NBI Office of the Deputy Director for Investigation Services (DDIS) told the Inquirer yesterday that the break in the case came after a complainant went to the NBI headquarters on Monday to report the disappearance of Allan Billoso, one of the suspects in the heist.

According to the complainant, the last time Billoso was seen alive was on April 20.

Follow-up operations conducted by DDIS agents led by Basil Loanzo over the next few days led to the arrest of three men believed to be Billoso's cohorts.

Suspects linked to killing

They were also suspected of being linked to the death.

The three were identified as Albert Mata, Freddie Saldana and Quintano Cabalfin, who are now in the custody of the NBI.

Following their arrest, they revealed to NBI agents the location of Billoso's body which was found at dawn yesterday in Montalan, Subdivision in San Mateo, Rizal, near the boundaries of the cities of Marikina and Antipolo.

Also found near the body of another suspect, identified only as Eric, on an islet in the middle of the Tumana River. He had been shot several times.

Billoso's body, on the other hand, bore multiple gunshot and stab wounds.

The NBI official said Billoso had probably been dead for more than a week while Eric was killed only three days before his body was found.

Eric was the driver of the van which was carrying the P4.9 million cannot be for
[PAYROLL, A2]

Fires in San Juan, Valenzuela displace 200 families, workers

By Beverly T. Mamaclay

TWO FIRES BROKE OUT IN METRO MANILA before dawn yesterday, displacing 200 families and the workers of a garment factory.

The first fire was reported at 2:32 a.m. in Sitio Sabidalisan, Valenzuela City, touching off the workers of a three-story garments factory from their sleep.

FO1 Arlan Noel Santillan of the city's Bureau of Fire Protection said the fire started in the packaging area of Jonah Multicraft Sentrum of the factory's second floor.

Fortunately, none of the workers were killed or injured, Santillan added.

Damage to property was estimated at around P1 million, mostly textile materials stocked at the factory.

The cause of the fire, which was put out at 3:37 a.m., was still under investigation.

In San Juan City, a fire broke out at around 5:30 a.m. on J. Ruiz Street in Barangay Salapan.

It started on a shanty owned by J. R. Tuazon, according to FO1 Noel Barong of the Bureau of Fire Protection.

The fire quickly spread to nearby houses in the area, razing 20 other homes and displacing 200 families.

Barong estimated the property damage at around P2 million.

He added that it took firefighters four hours to put out the blaze which reached the fourth alarm before they had a hard time extinguishing the narrow streets in the area.
With Rovilyn Erskin C. Pineda, contributor

Man reunites with missing sibling after his body is found in underpass

By Paolo Conito
Contributor

A MAN'S LONG SEARCH FOR his missing brother ended Wednesday when his sibling's body was found in an underpass in Manila.

Lost and found

Ramon Fu was finally reunited with his 35-year-old brother, Jimmy, whose body was discovered at the Lacson-Hodgkins Underpass early Wednesday afternoon.

Also

Jimmy, who went by the alias "Jaime Bharad," worked as a scavenger according to those who knew him.

According to a report of PO2 Jaime Gonzales of the Manila Police District (MPD) homicide section, Jimmy's friends, Lilibeth and Bets Castro, said he was on his way to buy a bottle of mineral water at a drug store in Plaza Miranda before the incident.

The women said Jimmy returned from the store and proceed to his favorite corner in the underpass.

Later, they called out to him to join them for lunch.

When Jimmy did not respond to their invitation, they decided to check if he was asleep, but were shocked to find out he was already dead.

The two immediately sought the help of the police.

Homicide investigators said they were told that the victim had been suffering from tuberculosis.

Identification

The body of the victim was brought to the St. Harold's Funeral Home for an autopsy.

The MPD is still conducting a follow-up investigation on the incident.

"We find no concrete evidence since Jimmy ran away from home years ago," he said.

Sad end

"I feel sad seeing him end up this way. It is unfortunate that this man died only now that we're on the verge and only brother again," Fu added.

ALL IN A YEAR'S WORK

Pasig River rehab project off to fine start

By Tina G. Santos

ESTERO DE PAOG, ONCE A filthy waterway that was a neighborhood eyesore, could be Manila's next tourist destination.

This was the rosy report announced yesterday by Gina Lopez, ABS-CBN Foundation's managing director and the moving spirit behind the project "Koptat Ilong Pasig sa Ilog Pasig," (KIPSIP) the first project of which was the rehabilitation of the three-kilometer estero from Quinta Avenue to Barangay Cembo where it meets the Pasig River.

"The way things are going, maybe in a year's time, it could happen. We are only on our first year, but Estero de Paco and its surroundings have already changed significantly," she said during a progress meeting KIPSIP's first anniversary.

Lopez led residents, students, military personnel, business representatives and local government officials in a boat ride along the tributary to showcase the rehabilitation efforts in the past year.

The KIPSIP is a river rehabilitation project aimed at bringing Pasig River back to life in seven years. Rehabilitation work started last year in Estero de Paco, one of the river's key tributaries, after more than 1,200 families of informal settlers were relocated to Bayan ni Juan in Cabuyao, Laguna.

Dredging of sludge materials and the construction of easements along the tributary have also been conducted with the help of partners from both private and public sectors.

Several private corporations executive pledged to donate funds for the ongoing task of cleaning the estero.

"There is no way we can accomplish the gargantuan task without everyone working together. The city government, the military, the police, Metropolitan Manila Development Authority, our previous donors, and most especially the the people...the market vendors and the communities living alongside the estero," said Lopez, adding that she still has a lot of grand plans for the area and its community.

One of the main highlights of yesterday's celebration was the introduction of the River Rats, crew, a group of community volunteers committed to safeguarding Estero de Paco and other waterways.

Lopez said the volunteers undergone military training and attended lectures on leadership, values formation and proper security development. The Philippine National Police also pledged to provide additional training on law enforcement procedures.

With the success of Estero de Paco, the KIPSIP team said it was more inspired and confident to take on the rehabilitation of the San Juan and Marikina rivers, which are also major tributaries of the Pasig River.

MANILA residents, students, soldiers, businessmen and government officials gather on the banks of Estero de Paco in Manila to celebrate the first anniversary of Koptat Ilong Pasig sa Ilog Pasig, a project which aims to revive the river within seven years. ARNOLDO CAMUS

METROBRIEFS

Parts of East Avenue closed for repairs

MAKATI road repair being conducted by the Department of Public Works and Highways (DPWH) will resume tonight, this time on two-lane thoroughfare in Quezon City.

Two portions of the outer lane on East Avenue will be closed to traffic starting at 10 p.m. today until 6 a.m. on Monday, Jun Ergo of the Metropolitan Manila Development Authority (MMDA) said yesterday. The first area is on the lane headed toward Katipunan across the Philippine Heart Center measuring 25 meters long. The second area where the repairs will be carried out is from across the East Avenue Medical Center until 800 feet, a 120-meter long stretch. Meanwhile, two parts of Kamuning Avenue will also be closed to traffic for repair work. The affected portions include a lane in front of a fast food restaurant at the corner of Kamias and Casiana Avenues and the lane near the center island from Calle Ilaya to Mother Ignacia. Ergo said their office had yet to be informed by the DPWH when or how it would be conducting its road or trenching operations this weekend. Rita Linda Jimena

Thieves make off with fire's P1.2M earnings

MORE than P1.2 million in cash was stolen from a safe in the Cebu Jolibee store in Intramuros, Manila after the establishment's office was broken into sometime on Easter Sunday, police said yesterday. A police report said the robbery broke out in the safe-deck company's office between midnight and 2:30 a.m. on April 20 on Rizal cor. Beaterio Streets in Barangay San Antonio. The store's sales liquidation had Office Investigator Cesar Dela Cruz told police that the thieves entered through the ceiling of the cashier's office and took the store's sales for the day amounting to more than P1.2 million. The cashier on duty identified as Jose Sarmiento was sometime after that, allowing possibly with other employees, when the break-in took place. Jimmuel Antonio The theft was discovered when Sarmiento arrived back to the office more than two hours later. Mary J. Zuraya

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Atienza wants Lim disqualified; evidence flimsy, say mayor's men

By Kristine L. Alave and Tina G. Santos

FORMER HOUSEMATE HONORABLE Lito Atienza, who is running for Manila's top post, has filed a disqualification case against his toughest rival in the political race, incumbent Mayor Alfredo Lim.

In a five-page petition filed with the Commission on Elections (Comelec), Atienza said Lim should be barred from the race and/or be disbarring governorate because he is to be used for an "operation" aimed at "distorting the true results of the election."

He cited the alleged discovery of thousands of fraudulent ballots in the Democratic Base Precinct Office (DBPO) of Manila City Hall.

Atienza's camp noted that Lim's brother Renato de la Cruz, and DBPO chief Edgardo Tan had admitted knowledge of the documents but said that these were only samples.

Atienza presented the documents, which contained election results for national and local posts, in a press conference on Tuesday. He claimed the papers would be switched with the official election results in the run to pave the way for Lim's victory.

The Comelec had already named that the election returns (ERs) found in Pichara were fake. Authentic ERs, according to Comelec spokesperson James Jimenez, contain various security markings which were not present in the documents being presented during the press conference.

"It appeared that it was simply a manufacturing document that mimicked the format of the election returns. But there [are] several reasons because first of all, election returns are printed on thermal papers and the thermal paper has a Comelec seal, watermarks, logos and various marks on the paper to identify that it is authentic. The results that came out were not of those papers. They look like something that was photocopied just under normal computer," Jimenez had told reporters.

Contacted for comment, Rolando Castañeda, secretary to the mayor, laughed off the disqualification complaint filed by Atienza. He said the petition "[has] no merit at all and frivolous. It will not hold water if their basis was the trumped-up allegations of bribery who is a paid fault and whose entry into City Hall was facilitated by Atienza and his cohorts," he said.

"We have yet to receive a copy of their complaint but I believe there is no reason for Mayor Lim to be disqualified. He has not violated any election laws. If their basis were the allegations made by Bebaya, then it will not prosper because there is no truth to his claims," De la Cruz added.

3 payroll robbery suspects arrested

From page A13

treasurer of Department of Education era, phrases in Bodyguard.

Robbers posed as cops

On Dec. 28 last year, the van had just come from the bank when two men on a motorcycle bumped the side of the vehicle. After introducing themselves as Antipolo City policemen, the two men told the frightful employees inside the van to come with them to a police station where they would file an accident report.

But on their way to the police station, the two men declared a hold and took the payroll money.

"We are still investigating if Eric had tipped off the robbery group to the payroll delivery," Bautista said.

He added that they were also looking for another member of the group.

"We are still trying to locate another body. Based on the information we received, this is also a suspect in the robbery. But we are still confirming this as the third suspect could only be hiding," Bautista said.

Investigation still ongoing

"We still have not established who the group is killing off their members several months after the robbery. It could be because of [a dispute over the sharing of] the loot, but we are still confirming that. We are still investigating if Killian had really taken part in the robbery and if that was the motive behind his abduction and murder," he added.

Bautista said follow-up operations were still ongoing to determine what charges would be filed against the three men in their custody.

'Bigoted' gaffe by premier has Britain talking

LONDON—MAYBE IT WAS proof of the maxim that a gaffe is when a politician tells the truth. Or maybe it was evidence that Prime Minister Gordon Brown, for all he tries to be nice, might actually be kind of mean.

Or maybe it was a fatal blow to the Labor government's chances of staying in power after next Thursday's election.

However you look at it, Brown's irascible characterization of a member of the public as a "bigoted woman," caught on a live microphone after the two had climaxed immigration policy, dominated the political discussion Wednesday and proved to be seriously unfortunate for him and for his party.

Suffice to say that his comments were considered by Brown's aides to the house of Gillian Duffy, the aggrieved Rotary voter, later in the day for a long pummeling session. But were they enough, when the awkward Brown, who has been advised by his handlers to get out and do a better job of meeting ordinary people, went on a walkabout among voters in the depressed community of Rochdale, northern Manchester.

There, directed by his minders, he met the 65-year-old Duffy, let the sort of reassuring Labor supporter that the party is desperate to hang on to. The delay Duffy brought up a number of familiar issues—the deficit, schools, health, social security benefits—and then suddenly turned the conversation to her fears about immigration.

"You have been saying how generous we are coming in, where are they flocking from?" she asked.

Brown answered courteously. "A million people come from Europe, but a million people, British people, have gone into Europe," he explained, as he has often on the campaign trail to people with similar concerns. He then inclined Duffy that it had been "very nice to meet you, very nice to meet you," before disdaining into his waiting car.

He thought he was escaping to a cone of silence. But he failed to turn off his microphone, and the moment the door closed, he was off and running.

"That was a disaster," he groaned to his waiting aides. Saying that his staff "shouldn't never have put me with that woman," he demanded, in a tone familiar to any downtrodden employee who is about to be lectured by a blame-casting boss, "whose idea was that?"

Initially he answered his own question—"It's him, I think," he said, a reference to his aide-de-camp Sue Nye, who, with my both, has their chin and a hostility ego—and then described Duffy as "just one of a bigoted manner" who had talked about "ugh, everything," in the encounter. AFP

BROWN, seen wearing a lapel microphone during an election campaign visit, was caught on Cape describing a voter as "a bigoted woman."

WORLD BRIEFS

Panama will ask France to extradite Noriega

PANAMA CITY—Panamanian President Ricardo Martinelli on Wednesday said that he intends to ask France to extradite former dictator Manuel Antonio Noriega, whom he faces human rights violations charges. "Panama will present the extradition request in accordance with our laws, but it all depends on the French government," said Martinelli. Noriega, 75, ruled Panama from 1981 to 1989, when then-US president George H.W. Bush sent troops into Panama and toppled his regime. He was held in Miami prison after being convicted of drug trafficking charges until he was sent to France Monday to face money-laundering charges. AFP

NORIEGA

Cape Wind, 1st US offshore wind farm, approved

BOSTON—The first US offshore wind farm, a giant project 8 km off the Massachusetts coast, was approved on Wednesday after years of opposition involving everyone from local Indian tribes to the Kennedy family. US Interior Secretary Ken Salazar gave the green light for the historic 130-turbine, 420-megawatt Cape Wind project in Nantucket Sound, Nantucket Sound, in what supporters considered a huge step forward for renewable energy in the United States. Although small in terms of its production—the facility would produce enough electricity to power 600,000 homes—the approval was encouraging to other offshore wind projects already proposed for the East Coast and Great Lakes. The turbines, more than 120 meters high, will dot an area of about 62 square km, long ri than Manhattan, and be visible here on the horizon from parts of Cape Cod. Reuters

US subpoenas Times reporter in expose of CIA

WASHINGTON—The Obama administration is seeking to compel a writer to testify about his confidential sources for a 2008 book about the Central Intelligence Agency, a rare step that was authorized by Attorney General Eric H. Holder Jr. The author, James Risen, who is a reporter for The New York Times, received a subpoena Monday requiring him to provide documents and to testify May 4 before a grand jury in Alexandria, Va., about his sources for a chapter of his book, "State of War: The Secret History of the C.I.A. and the Bush Administration." That chapter includes descriptions of problems with a covert CIA effort to give agent alleged Iranian nuclear weapons research. NYT

Google tops in brand value

SAN FRANCISCO—Google was crowned the world's most valuable brand on Wednesday by a research firm that found technology firms dominate when it comes to how much a name is worth in today's markets.

Google, IBM, Apple and Microsoft topped global rankings by Millward Brown, followed by Finland's Nokia. Coca-Cola, McDonald's, and Marlboro in a Top Ten brand value list packed with seven technology companies.

Google's brand value rose 36 percent from $114 billion, a 14 percent climb from 2009, according to the annual Millward Brown "BrandZ Top 100 Most Valuable Global Brands" report.

US technology giant IBM saw its brand value rise 3 percent to $86.16 billion while the worth of Apple's name climbed 32 percent to $83 billion. AFP

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SM City Tarlac opens today

Shoe can get a glimpse of the beauty of the mall with SM City Tarlac's scenic elevator

SM Supermall is located in MacArthur Highway, Brgy. San Roque in Tarlac City and will be open to the public on Friday, April 30, 2010

SM City Tarlac has four (4) seats of the ski resort province and has the first SM Cinema's stadium with a 444 seating capacity

Mall and grop visitors makes the SM City Tarlac's Cinema look more elegant

The WORLD

Editor Lawrence B. Quocco

Yellows return, demand end to 'anarchy'

BANGKOK—THAILAND'S LONG-SILENT YELlow Shirt activists demanded military action against antigovernment Red Shirt protesters on Thursday and an end to "anarchy" in the capital, a day after clashes turned a busy expressway into a deadly battle zone.

The re-emergence of the Yellow Shirts—best known for clustering Bangkok's airports for a week in 2008—added to the volatility on the streets of the Thai capital, where a seven-week standoff has killed at least 27 people and wounded nearly 1,000.

Rallies were held at military bases nationwide with the main gathering in Bangkok outside the 11th Infantry Regiment, which has served as Prime Minister Abhisit Vejjajiva's home and office since the rival Red Shirts launched protests to oust Mr. Abhisit in demand the government's resignation.

"The crisis in Thailand has rapidly and immensely spread and become a state of anarchy," said a petition handed by leaders of the Yellow Shirts—informally known as the People's Alliance for Democracy—to representatives of the government and army.

The prominently pro-government Yellow Shirts denounced the government for failing to halt the protests and enforce the law, leading to "a vacuum of political power and disorder."

"The crisis has reached a critical point and has damaged the economy and society," it said. "We would like to see the brave soldiers help us get rid of this illegal activity and bring peace to Thai society as soon as possible."

The Red Shirts, who want Parliament dissolved, have turned parts of Bangkok's commercial heart into a protest camp in their campaign to bring down a government they view as illegitimate. The encampment has forced the closures of some of the city's richest malls and hotels and cost businesses millions of dollars a day.

The unrest has devastated Thailand's vital tourist industry, which accounts for 6 percent of the economy and spotted prospects that the 2010 economic growth forecast of 4.5 percent will need to be revised downward if the protests last much longer.

Wednesday's bloodshed occurred on a busy expressway that serves as Bangkok's main gateway to the south.

Thai troops fired rifles and discharged tear gas as a crowd of anti-government protesters riding motorbikes, blocking their effort to take the demonstrations that have paralyzed central Bangkok into the suburbs.

The confrontation killed one soldier—apparently from friendly fire—and wounded 18 other people as it reverberated the city's fault lines and into a battle zone. AP

FORMER Thai premier Thaksin Shinawatra stands next to the national flag of Montenegro in this picture taken in Montenegro on April 26. "Shinawatra's Montenegrin citizen unit is now located in Montenegro," police spokesperson Tarnara Rakvit said. AFP/FILE

Man stabs 28 children at kindergarten in China

BEIJING—A KNIFE-WIELDING man attacked a kindergarten class of 4-year-olds in eastern China on Thursday, stabbing 28 children in the third such rampage at a Chinese school in a week.

The three stabbings have been part of a series of school attacks in recent years, most blamed on people with personal grudges or suffering from mental illness, leading to calls for improved security. One suicide bomber and the attacks may happen in clusters, with one assailant triggering copycat attackers.

Five of the students injured Thursday were in critical condition in the hospital in Jiangsu province, said Zhu Guoming, an official with the propaganda department in Taixing city. Zhu said two teachers and a security guard at Zhongxin Kindergarten also were hurt in the attack, which happened early in the school day.

The suspect was identified as Fu Yuyuan, 47, who had been jobless since being fired from an insurance company in 2006, the official Xinhua News Agency said.

The attacker burst into a classroom at the kindergarten, carrying an 20-centimeter knife and stabbing a security guard who tried to stop him, Xinhua said.

On Wednesday, a man broke into a primary school in Guangdong province's Leizhou city in southern China and wounded 10 students and a teacher in a knife attack. That attack came on the same day as another assailant was executed for killing eight children last month in stabbings that shocked China.

It was not known if he knew about the previous day's attack in Guangdong, but Zhou Xiaozheng, a sociology professor at Renmin University in Beijing, said these sorts of violent attacks often happen in clusters because one may trigger other copycat attacks. AP

US Army to seek death in Fort Hood shootings

FORT WORTH, TEXAS—MILItary prosecutors sent a notice on Wednesday indicating they plan to seek the death penalty against the Army psychiatrist charged in the deadly shooting rampage at Fort Hood, a defense attorney said.

Maj. Nidal Hasan is charged with 13 counts of premeditated murder and 32 counts of attempted premeditated murder in the Nov. 5 shooting. Premeditated murder carries the death penalty. But if military jurors convict Hasan, they can only sentence him to death if they determine there is an aggravating factor in the case, according to military law.

Defense attorney John Galligan said the notice he received from prosecutors outlines as an aggravating factor that more than one person was killed in the same incident.

"They've done everything except tell me in my face that they plan to seek the death penalty," Galligan told The Associated Press from his office near Fort Hood, about 250 km southwest of Fort Worth.

HASAN

Richard Stevens, an attorney who defends military cases and is not involved in Hasan's case, said crimes that are ineligible for the death penalty do not require jurors to consider aggravating factors.

"The only reason to send a notice of aggravating factors is if you're trying to seek the death penalty," Stevens said.

Military law allows for about a dozen possible aggravating factors, but prosecutors listed only one in the notice to Hasan's attorney. AP

WHAT'S INSIDE
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Editor Teddyboy S. Melendrez
Assistant Editor Francis T. J. Chiloa

SPORTS

■ Fernando rules RP Am q'lifying /A30

Q3: Only loss inflicted by Ni Hua.

So seizes World Cup berth

Chinese ace triumphs, spearheads Asian bidders

By Ray Loarca

SUBIC—FILIPINO SENSATION WESLEY SO achieved his goal even as Chinese ace Ni Hua captured the 9th Asian Individual Open Chess Championship yesterday at the Subic Bay Exhibition and Convention Center.

Avoiding complications, Ni and Yi worked for quick draws against fellow grandmaster Zhou Jianchao of China and Abhijeet Gupta of India, respectively, in all four united Swiss to the 2011 World Chess Cup slated in Khanty-Mansiysk, Russia late this year.

Top seed Wei Yi (2699) of China and Ni Hua (2686) clinched the fifth and final slot by downing Chinese GM Ding Liren in their board three, final-round tests of the $50,000 tournament organized by the National Chess Federation of the Philippines for the third time in four years.

The 26-year-old Ni, conqueror of Yi in the se-

SEE A28

ME in top form again.

Kings, Miller take on Aces

Perfect setting for former MVP

By Mayong R. Castillo

WILLIE MILLER STARTS PROVING HIMself again starting today, and the setting can't be more perfect.

The two-time MVP sets up for crowd-darling Barangay Ginebra for the first time tonight and gets a chance to show his worth against former team Alaska as the eliminations round of the PBA Fiesta Conference resumes at the Araneta Coliseum in Cubao.

Ginebra will also parade a new import in Mikhail Ansbrenus, an NBA D-League veteran, who will take the place of the injured Jeremy Sinrey for the 7:30 p.m. contest that has now drawn special attention after that blockbuster trade involving Miller on Wednesday.

Cyrus Baguio took the place of Miller in the Alaska lineup, and the creative high-flying guard is also expected to quickly assume the role as the next go-to guy for the Aces.

It will be interesting to see how Barangay Ginebra coach Jong Uichico juggles his backcourt now that Miller has joined the ranks of Mark Caguioa, Ronald Tubid, Sunday Salvacion and reigning MVP Jayjay Helterbrand.

Uichico said Miller won't have any problems blending in with the Gin Kings.

"I think he is what we need right now," said Uichico. "He will have his playing time. He can even play 48 minutes if he's playing well."

Miller, who said he "is used to being traded and willing to prove myself again," promised for the first time with the Kings tomorrow a day after the trade-denied tirade was consummated.

The multi-titled Uichico said he will not go overboard using Miller.

"Definitely we need some relief," Uichico said. "But my priority right now is to get this team together. I need to get the players as stable as possible, especially after so many (player) movements, including our import."

Jose Miguel Beer goes for a fifth straight win against Rain or Shine earlier at 5 p.m.

Anthony, rumored to just slightly over 6-1, is one of three new imports seeing action after the All-Star break. Reggie Garey will now play for the 12 and Cliff Brown for Derby Ace.

WILLIE Miller, one of the PBA's most-mentioned names, puts up a talaso defense against Derby Ace' cyrenes Yap in a recent game. AUGUSTO SALINO

Buenavista heads field in Laguna Lake 207K

LAOS SOUTHPAW ARIAN SAMSO HOLD meridder Eduardo Buenavista leads a field of crack runners who list the road tomorrow for the start of the Laguna Lake Challenge, a 207-km, ultramarathon relay race around the vast and fabulous rich lake.

The 30-year-old SEA Games marathon champion will carry the colors of the Batchmate in the two-day event, taking off at 6 a.m. in Tanduhan in Batiz City jointly organized by the Laguna de Bay Conservation Authority and Laguna Lake Development Authority.

LLDA general manager Edgardo Manalo will fire the starting gun as over 20 teams vie for about P500,000 in cash prizes in the competitive open division. Also expected are Filipino provincial governments, Mayadal Mayor Hamlin Pinero Co., San Miguel Corp. and Nestle Philippines.

Other noted long-distance runners seeking action are Allan Balbiran, who will be competing for McDonald's-Go, Cruz, and brothers Gerald and Elmer Gabal for Team Army A, to the vast interest of fans across the sturdy coastline of the lake and its surroundings.

Race director Thumbie Ramiro said the race will pass through key areas around the country's largest inland body of water, beginning with a 89.39-km drive from Batiz City to the Laguna provincial capital of Sta. Cruz.

Republic of the Philippines
DEPARTMENT OF LABOR AND EMPLOYMENT
National Capital Region
DOLE NCR Building, 660 Intramuros St.
Manila, Manila

NOTICE OF FILING OF APPLICATION/S FOR ALIEN EMPLOYMENT PERMIT/S (AEP/S)

Notice is hereby given that the following corporations/employers have filed with this Regional Office applications for Alien Employment Permits:

Name and Address of Company/Employer	Name of Foreign National/ Citizenship	Position
NEC TECHNOLOGIES, SERVICES CORPORATION 25/F BPI Buendia Center, Sen. Gil Puyat Ave., Makati City	Kawashita Nobuo Japanese	Technical Supervisor
NOKIA SIEMENS NETWORKS PHILIPPINES, INC. 2/F Philamlife Tower, 8767 Paseo de Roxas, Makati City	Frank Goebel Stephan Greenath Finnish	Business Development Manager Asia South Chief Quality Officer
L & T TECHNOLOGIES PHILIPPINES, INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Jaspal Singh Indian	Manager (Data Conversion)
L & T TECHNOLOGIES PHILIPPINES, INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Rahul Bedi Indian	Sr. Software Developer
L & T TECHNOLOGIES PHILIPPINES, INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Nandoni Dheeraj Chinese	Service Delivery Manager
L & T TECHNOLOGIES PHILIPPINES, INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Nishant Saxena Indian	Sr. Software Developer
L & T TECHNOLOGIES PHILIPPINES, INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Hitesh Arora Indian	Sr. System Analyst
MARKET TECHNOLOGIES PHIL S., INC. ALP Philam Tower, Ayala Ave. cor. Amorsolo St., Makati City	Jinghua Li Chinese	Technical Test Manager
MARKET TECHNOLOGIES PHILS., INC. ALP Philam Tower, Ayala Ave. cor. Amorsolo St., Makati City	Shijun Hou Chinese	Managed Services Sales Manager
L & T TECHNOLOGIES PHILS., INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Alok Ashtekar Indian	Data Conversion Manager
L & T TECHNOLOGIES PHILS., INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Praveen Chandra Bartheesi Indian	Manager - Data Conversion
L & T TECHNOLOGIES PHILS., INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Manraj Singh Negi Indian	Sr. Manager (Shipping)
L & T TECHNOLOGIES PHILS., INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Manish Kumar Singh Indian	Sr. Software Developer
L & T TECHNOLOGIES PHILS., INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Mahendra Nandlal Patel Indian	Manager (SBU)
L & T TECHNOLOGIES PHILS., INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Praveen Kumar Turkish	Project Engineer
DOOSAN INFRACORE CO., LTD. 2/F Doosan Corporate Center, Pioneer St., Mandaluyong City	Hyoun Ho Lee Korean	Manager, Customer Service Representative
DOOSAN HEAVY CIVIL INC. 2/F Doosan Corporate Center, Pioneer St., Mandaluyong City	Yoon Seok Lee Korean	Country Manager
DOOSAN INFRACORE CO., LTD. 2/F Doosan Corporate Bldg., 44 S. Gate Corea St., Subdic, Diliman, Quezon City	Subramanian Singh Indian	Marketing Officer
SHOLOMON TRADING CORP. Unit 1 2/F Cubao Grande Bldg., Aurora Blvd., Cubao, Quezon City	Nimrah Saleem Pakistani	Technical Support Representative 1 / German-English
SAYSAW TECHNOLOGIES, INC. ALP Tektronix Tower, SLEC Plaza, 24 Ayala Ave., Makati City	Nahomasaki Shuji Employee Trai	Marketing Executive (multilingual)

Name and Address of Company/Employer	Name of Foreign National/ Citizenship	Position
BAYVIEW TECHNOLOGIES, INC. 4/F Yuchengco Tower, RCBC Plaza, 6819 Ayala Ave., Makati City	Pan Feng Chinese	Chinese Customer Support Associate
ECOSMOBILE SPECULATION AND PRODUCTION PHILIPPINES B.V. 16/F Philamlife Tower, 8767 Paseo de Roxas, Makati City	Gregory Clark Australian	Operations Geologist
C.I.S. SOLUTIONS, INC. Unit 102 Residencia Mall, Pearl Drive, Ortigas Center, Pasig City	Seeung Ki Im Korean	Korean Representative
METALTEC ALLOYS, INC. 2nd Level Silver City, Fronteras Verde Drive cor. Doña Julia Vargas Ave., Fronteras Verde, Pasig City	Tyler Brent Ashby American	Operations Manager
METALTEC ALLOYS, INC. 2nd Level Silver City, Fronteras Verde Drive cor. Doña Julia Vargas Ave., Fronteras Verde, Pasig City	Michael Bevis Wolfbeis American	Program Manager
NIS INFOCOM LANGUAGE AND TECHNOLOGY PHILIPPINE INC. (FKA S-Mag., 3/F Bradco Ave. cor. Tindal Ave., Olympia, Makati City	Kuroda Hirohiguchi Japanese	Japanese Language Teacher
CHRISTIAN TRADING CORP. Unit 1 2/F Cubao Grande Bldg., Aurora Blvd., Cubao, Quezon City	Ramanpreet Singh Indian	Purchasing Officer
PHILIPPINE TOYO AUDIO CORPORATION 301 Clemenceau St., Binondo, Manila	Tomohiro Ohmura Japanese	Overseas Technician
SYTEDO MORI Unit 2202 Robinson Equitable Tower, ADB cor. Poveda St., Ortigas Center, Pasig City	Kazumoto Koike Japanese	Survey Chief
MONARCH HEALTH AIR TRANSPORT, INC. 2/F Asian Aerospace Bldg., Centrus cor. Salcedo St., Legaspi Village, Makati City	Thomas Wilden Lamotte Dutch	Marketing Director
L & T TECHNOLOGIES PHILIPPINES, INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Mary Rennie Kolathay Indian	Asst. Vice President (Database Management)
L & T TECHNOLOGIES PHILIPPINES, INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Venkatesan Indian	Sr. Manager (Solution Architect)
L & T TECHNOLOGIES PHILIPPINES, INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Mukesh Kumar Indian	Accounts & Admin Manager
L & T TECHNOLOGIES PHILIPPINES, INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Gopal Ramesh Shelke Indian	Sr. Mapping Engineer
L & T TECHNOLOGIES PHILIPPINES, INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Sanjay Mishra Indian	Vice President (Program Charge)
L & T TECHNOLOGIES PHILIPPINES, INC. 2/F IMC-Lorea Bldg. LRA Compound cor. NIA-Road East Ave., Diliman, Quezon City	Sudhir Kumar Indian	Sr. Software Developer
ENGINEERING PHILIPPINES, INC. 2/F Antonio Center, Prime St., Mahogany Business Park, Alabang, Muntinlupa City	Irene Lee Korean	Manager

If you have any information/objection to the above-mentioned applications please communicate with this Regional Director.

EDUARDO G. ADDAWAGAN
Regional Director

DOLE-NCR-AEP-04-2010

So seizes WC berth; Chinese ace wins

From page A27

sixth round, posted 7.0 points on seven wins and four draws to claim his second title on Philippine soil and pocket the $6,000 (about P266,400) top prize.

Ni, Enkhtsetseg and he tallied similar 6.5 points, but the Filipino ace emerged second with the best tiebreak score followed by Guom, Chua and Lu. They split the prizes for the second to fifth places and picked up $3,625 apiece.

Ni, skipper of the unseeded Chinese contingent whose Elo rating rose to 2,600 at the end of the tournament, credited a grab of 27/24 last year, also ruled the 2007 Philippine Open in Manila.

Had he drawn with Ni, he would have snatched his first international title at home. Ni, ranked 64th in the world with his Elo of 2645, topped the 2009 Dubai Open and Group C of the Corus Open last year.

For Ni, however, advancing to the World Cup for the second straight time was good enough.

"I'm happy to make it to the World Cup again," said the 30-year-old Ni, who conceded defeat to Chua in the penultimate round. "Really frustrated of Ukraine and Gata Kamsky of the United States and reached the round of 16 in the 2009 edition, also held in Khanty-Mansiysk.

Ni, Sri's uncle, he only showed Ni as level their personal duel at one win, one loss and three draws each, with Ni getting Ni's nod in the 2008 Dresden Olympiad.

Ni, who is skipping college this school year to concentrate on his bid to reach the elite 2700 club, revealed he's interested in the Pinoy Hyppies. Thanh Son of Vietnam, GM Sahoo Sahoo of United Arab Emirates, countryman IM Oliver Barbosa, GM Susanto Megaranto of Indonesia and Ni Hoan of China. He also drew with Chinese GM Yu Yangyi, GM Hamsterson Gopal Gootha.

Rising star Nile Mariet Jan Emmanuel Garcia and GM Rogelio "Joey" Antonio also fared well for the 32-strong Filipino contingent with 5.5 apiece each.

Garcia beat GM Sahib Sahoo while Antonio was held to a draw by seeded Chinese Xu Xiangzhe.

Ne his feat, the 15-year-old Garcia, an incoming high school junior at the Ateneo, earned an International Master nod.

Former Philippine Petroleum deputy president Carlo "Tad" Alcaraz said Garcia's result in the Asian meet was worth two IM results and he now needs one more result to become a full-fledged IM.

When the tiebreak was applied, Garcia bested 17th seed Antonio, who ranked 4th in the world with his Elo of 2665, topped the 2009 Dubai Open and Group C of the Corus Open last year.

Ne his

KAPISANAN NG MGA BRODKASTER NG PILIPINAS

KBP

37th Anniversary

BROADCAST MEDIA

The eyes, ears, and voice of the nation

Since Broadcast was introduced to the Philippines in the 1920's, it has become part of the daily lives of Filipinos and has contributed to Filipino culture and history. Radio could be a source of entertainment, news and information, a tool for education, and a medium for public service. These same functions – and more – are fulfilled by television as well. Broadcasting is a powerful medium. It has the ability to reach millions of people at the same time, capturing their attention and influencing their opinions and feelings about what's happening around the country and the world. Broadcasting is also a powerful tool for nation-building. It has the ability to unite a country by providing a common experience for millions of people at the same time. It can also be used to educate, inform, and entertain people in order to improve the quality of life in a country.

In 1973, the Kapisanan ng mga Brodkaster ng Pilipinas, or the Broadcasters' Association of the Philippines, was established to help broadcasters in the country operate more effectively and responsibly. The association has been instrumental in setting standards for broadcasting, promoting the interests of broadcasters, and providing a forum for discussion and debate on issues affecting the industry. It has also been active in lobbying for the rights of broadcasters and in defending them against attacks from the government and other groups.

Over the years, the association has undergone many changes and has faced many challenges. It has had to adapt to the rapidly changing technological landscape, and it has had to deal with the challenges of operating in a country with a diverse and often volatile political environment. Despite these challenges, the association has remained a strong and vibrant organization that has played a vital role in the development of broadcasting in the Philippines.

Today, the association has over 1,000 members, including radio and television broadcasters, cable operators, and satellite broadcasters. It is a member of the Asia-Pacific Broadcasting Union and the International Broadcasting Bureau. The association is also a member of the World Broadcasting Unions.

The association's mission is to promote the development of broadcasting in the Philippines, to protect the rights of broadcasters, and to represent the interests of broadcasters in the government and other organizations. It does this by providing a forum for discussion and debate on issues affecting the industry, by lobbying for the rights of broadcasters, and by defending them against attacks from the government and other groups.

The association has been successful in achieving many of its goals. It has helped to improve the quality of broadcasting in the Philippines, it has protected the rights of broadcasters, and it has represented the interests of broadcasters in the government and other organizations. It has also been instrumental in setting standards for broadcasting, promoting the interests of broadcasters, and providing a forum for discussion and debate on issues affecting the industry.

The association has also been active in promoting the development of broadcasting in the Philippines. It has provided training and education for broadcasters, it has conducted research on broadcasting, and it has published a number of publications on broadcasting. It has also been instrumental in setting standards for broadcasting, promoting the interests of broadcasters, and providing a forum for discussion and debate on issues affecting the industry.

The association has been successful in achieving many of its goals. It has helped to improve the quality of broadcasting in the Philippines, it has protected the rights of broadcasters, and it has represented the interests of broadcasters in the government and other organizations. It has also been instrumental in setting standards for broadcasting, promoting the interests of broadcasters, and providing a forum for discussion and debate on issues affecting the industry.

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KBP PROGRAMS & PROJECTS

Broadcast Code
In 2007, the KBP completed the revision of the Broadcast Code, the set of standards of performance and ethical conduct governing the broadcast of radio and television stations that its members are required to observe. This 2007 revision focused on the Section 3 of the Code, which relates to children and to our members' broadcasts. This part of the Code all series of radio and television programming, from news and public affairs to accurate commercial and sponsorship announcements, disclosure, non-controversial guest shows to use of language, and much more. The KBP is now reviewing the provisions on advertising under the Code to ensure that they meet today's requirements.

Standards Authority (SA)
KBP members stations are bound by the Code and violations are subject to sanctions. Hearings on complaints are handled by the KBP Standards Authority, the unit of KBP's quasi-judicial regulation. This is a body of peers that is responsible for enforcing the Broadcast Code including the imposition of penalties, such as fines, for violations of the Code. It receives complaints from the public. The KBP-SA is composed of 11 directors, each of whom, with the exception of the Chair, is assigned to one of 10 geographic areas.

Broadcast Advocacy and Liaison for the Industry
The KBP represents the interests of its members on issues affecting the broadcast industry. It liaises with Congress and government regulatory agencies to ensure that the interests of its members are heard. KBP has opposed proposed legislation that would mandate what radio and television stations should broadcast. Through the efforts of the KBP broadcast stations are no longer required to give up space of their broadcasts, except through a court order.

Announcers' Accreditation
The KBP implements, as an institutional program for announcers or newscasters of issuing the standards of professionalism in the industry. Unaccredited announcers were not given the air or KBP member stations. To be accredited, an announcer must pass an exam and must be endorsed by a KBP station. Accreditation certificates are necessary to accredit announcers and talents from the station. An announcer's accreditation can be suspended or revoked for violations of the Broadcast Code.

Golden Dove Awards
The KBP Golden Dove Awards is an annual event which broadcast practitioners, stations and programs are given recognition for their excellent contributions to the broadcast industry. People from allied industries, advertisers and audiences are not excluded judges.

Technical Standards
The KBP was responsible for ensuring in the 1980's the introduction of the Eureka 147 broadcast standard using frequency-agile for Broadcast Data Systems (now being used by the National Telecommunications Commission (NTC). The KBP continues to work actively with the NTC in formulating technical standards, policies, and rules on the use of broadcast frequencies. It has recently prepared its recommendations to the NTC for the adoption of standards for digital television broadcasting.

Training Programs
The KBP conducts and organizes training programs for its members. These include workshops on journalism, ethics in broadcasting, programming and sales, management, and more. In June this year the KBP is holding a conference on Media and Agenda Setting to improve awareness of the media's role in advocating issues social, political, and economic issues that affect the development of the country.

Persons Familiar Filipino Journalists (PFJ)
The KBP is a co-founder of the PFJ. Launched was organized to address attacks against journalists and members of news organizations around the country. PFJ's members include the Philippine Press Institute, the Center for Media Freedom and Responsibility, the Philippine Center for Investigative Journalism, and the Center for Community Development and Journalism. The PFJ provides legal and emergency assistance to families of victims of state persecution. The PFJ played a key role in the arrest of the suspects and their successful prosecution in the Edgar Damalerio and Marlene Esperat cases.

Sales Development Training
Under the aegis of KBP sales and marketing directors, from ad and radio networks meet regularly to discuss ways of improving sales and marketing operations in the broadcast industry. The forum helps develop a spirit of cooperation and promotes friendly competition in the broadcast media.

Top Level Management Conference (TLMC)
The TLMC is an annual conference of station owners and top executives of another network and station owners from the top regional areas affecting the broadcast industry. The TLMC not only serves as a venue for updating information about the broadcast industry but also for analyzing problems in the industry and defining directions to promote the broadcast media as a relevant institution in today's environment.

Local Leadership Conference
The KBP Chapter Leaders Conference, recently renamed the Luzo-Peninsula KBP Leadership Conference, is an annual conference of all Chapter Chairpersons and Regional Coordinators of KBP local Chapters. At the conference, Chapter Leaders meet to discuss concerns affecting their respective chapters.

Public Advocacy
KBP members coordinate efforts for public service announcements (PSA's) for social advocacy, such as health, issues, education, children's welfare, and others. The KBP provides the chairperson for experts from advocacies for PSA's various, initiates public service campaigns, partners with other organizations to implement such campaigns.

Ugnay Brodcasterning
This widespread development caused by floods and landslides due to soil erosion has prompted KBP to launch a key planting project in the most vulnerable affected areas of the country. Under the program, KBP local chapters, members and fellow members of the community or plant trees to curb or at least lessen.

Screening of Advertisements
The government's Movie and Television Review and Classification Board (MTRCB) has delegated to KBP to screen advertisements broadcast on television in recognition of the principle of self-regulation. The KBP has spearheaded the organization of the Advertising Standards Council (ASC) with representatives from national advertisers (PANA) and advertising agencies (4A's) to screen advertisements for broadcast and other media for compliance with industry standards.

Ad Agency Accreditation
Advertising agencies accredited by the KBP are entitled to credit privileges (no cash/check) with the KBP member stations. KBP accredited agencies and create therefore credit to advertisers and agencies that have long standing accounts with member stations.

Collection Service
Members who are owed money for advertising aired on their stations turn to KBP's collection service when payment to the stations is long overdue. Members may not accept advertising from clients who have been suggested by the KBP for non-payment of accounts.

KBP STANDARDS AUTHORITY

Rueben S. Nuñez
Chairman

Rodolfo S. Reyes
Deputy Chairperson

Divisions I

Division II

Divisions III

Divisions IV

LIST OF KBP MEMBERS

SPORTS

Lyceum snuffs out USJ-R's V-League bid

By Jasmine W. Paya

SEGAYSAY IT'S PRIME TIME Lyceum easily bundled out University of San Jose-Recoletos yesterday.

The Lady Pirates held their Cebu-based opponent's top player in check and pulled off a 25-17, 25-20, 25-18 victory that foiled the Lady Jaguars' quarterfinal bid in the Shakey's V-League Season 7 at the PEOI-Flying V arena in San Juan.

That import Pretty Sanoy scored 16 points and Dahlia Cruz fired 15, including four blocks, to post Lyceum in the victory that automatically propelled idle St. Scholastic to the quarterfinals.

The Lady Pirates held guest player Michiko Castañeda to a personal-low of three points in the crucial match that could have seen USJ-R to a playoff for the last quarterfinal berth against the Lady Blazers.

"We needed to refresh our team, because from experience, our players suffer from less morale after a loss," coach Emil Lecaroz said in Filipino, rare days after his Lady Pirates absorbed their first loss against Mapua.

University of St. La Salle-Bacolod triumphed in a battle of Visayan squads with a 25-23, 19-25, 25-22, 25-19 decision over Southwestern University in the second of a three-game bill on the final day of eliminations.

Sheryl Donila led the Lady Stingers with 17 points and guest player Michelle Laborte had 16 to power the Lady Stingers to their second victory in four Group A games.

"We learned that we're the No. 1 team in the league in blocks, so I just reminded them to maintain it," said coach Roger Bautista of the Lady Stingers, who averaged an steady 2.45 blocks per set.

Joy Cases added 13 points for the Lady Pirates, who will head into the carry-over quarterfinals using a 1-1 record in Group B.

The Arnest Lady Eagles, fighting to stretch their unbeaten run to four, were battling the Adamson Lady Falcons as press time.

UE's Beauty Devila slams it past Thai Lounginiere Pyramis of Diely. ARIEL JAVELOSA

Fernando rules RP Am q'lifying

Tanpinco sizzles anew, leads ladies

By Cedell P. Topas

MAKATI PORTSCH, BUKIDNON—DEFENDING champion Mhark Fernando showed down a bit with a 1-under-par 71 yesterday but still topped the classification phase of the 2010 Philippine Amateur Golf Championship presented by Samsung at the Eel Marco course here.

Fernando finished with a 140 total counting his 69 in the first round to earn what will be the lighter assignment—tweet on the rankings—at the start of the match play phase today.

"I feel good about my chances," said the 26-year-old ICTSI-Carabbang standout, who drew local bet Ondoy Abendaño in the last 32. "When I won last year, I wasn't as confident at this stage."

Fernando drained three birdies, including a four footer on the 18th, against zero bogeys...a missed putt on the 14th aside from par on 16.

ICTSI-Carabbang bet Alvin Bagtas cornered with a second straight 71 to score second spot and forge a showdown with unbeaten Lawrence Lituañas.

Miguel Tabuena bagged the No. 3 spot with a 143 after shooting a 73 to draw No. 29 Noel Langamin, who rallied with a 71 for a 152.

Veteran internationalists Juvic Tanpinco kept his world pace on the tela-softened Del Monte course with a 69 for the No. 5 seed in the women's side.

Seeking a third title in four years, Baguio-ite ICTSI-The Country Club submitted a two-day total of 159, seven shots short of favorite Chikito Benda and Thailand's Wanpoint Rawinpaibon.

Tanpinco drew No. 16 Renata Mariano in the first round of match play, while Benda, who carded a 75 yesterday, plays Lory Lumibao with a potential semifinal duel with Kristopher's co-ace Ruth Nieto.

The Thai ace, who finished in with another 75, finishes with Grandchen Dela Cruz.

Jhanel Alabin carded a 72 and placed fourth at 144. He faces Justin Limpag, who improved to a 73.

Ari Alibale, the 19-year-old who bested the game on this course, fired the tournament's low round of 68 to vault from 27th place to seventh with a 143 total. He faces Lloyd Go in the round of 32.

Iggy Clavecilla nailed the classification phase in scenic play with a 139 after a 75 yesterday. He faces Ivy Gaviana, who beat Macky Flores in a playoff.

The round of 32 matches is set in the morning, along with the round of 16 in the women's division of this event organized by the Nineteen Golf Association of the Philippines and sponsored by Nikon, Mizuno, Grandeln, A Round of Golf, Wave Magic Ring, Sycuan Golf Monthly and BCLN.

Top making cuts after two rounds (Players, prior round, no., tot. Gonzales 36-35-71—71, 71-69—140; Fernando 70-71-71—71, 69—140; Tanpinco 75-71-71—71, 69—140; Bagtas 71-74-73—73, 71—144; Alabin 72-72-72—72, 72—144; Limpag 73-71-71—73, 71—144; Clavecilla 75-64-71—71, 69—139; Flores 71-73-73—73, 71—144; Go 73-71-71—71, 73—144; Alibale 68-75-72—72, 72—143; Lituañas 71-73-72—72, 73—145; Tabuena 73-70-73—73, 70—143; Langamin 76-76-71—71, 71—152; Gaviana 73-71-76—76, 68—139; Benda 75-75-75—75, 71—146; Nieto 73-73-76—76, 73—146; Rawinpaibon 73-73-76—76, 73—146; Tanpinco 69-75-76—76, 73—149; Mariano 73-76-76—76, 73—149; Dela Cruz 74-75-76—76, 73—149; Abendaño 71-73-76—76, 73—149; Lumibao 73-73-76—76, 73—149; Flores 71-73-73—73, 71—144; Limpag 73-71-71—73, 71—144; Lituañas 71-73-72—72, 73—145; Alibale 68-75-72—72, 72—143; Tabuena 73-70-73—73, 70—143; Langamin 76-76-71—71, 71—152; Gaviana 73-71-76—76, 68—139; Benda 75-75-75—75, 71—146; Nieto 73-73-76—76, 73—146; Rawinpaibon 73-73-76—76, 73—146; Tanpinco 69-75-76—76, 73—149; Mariano 73-76-76—76, 73—149; Dela Cruz 74-75-76—76, 73—149; Abendaño 71-73-76—76, 73—149; Lumibao 73-73-76—76, 73—149)

Women's division (Players, prior round, no., tot. Tanpinco 69-75-76—76, 73—149; Mariano 73-76-76—76, 73—149; Dela Cruz 74-75-76—76, 73—149; Abendaño 71-73-76—76, 73—149; Lumibao 73-73-76—76, 73—149)

LEADER: Mhark Fernando pitches to the 13th green.

Bucks up; Nuggets avoid door

ATLANTA—BRANDON JENNINGS SCORED 23 points and Milwaukee used a late 34-0 run to beat Atlanta, 91-87, on Wednesday night to move within one win of a first-round upset.

The Bucks' third straight win over third-seeded Atlanta gives them a chance to sweep the series at home in Game 5 on Friday night.

Jennings added 20 points and 11 rebounds and Charlie Villanueva added 21 in a 116-102 win that sent the series to Salt Lake City for Game 6.

But Milwaukee, Jennings has stepped up in the absence of injured center Andrew Bogut.

The Hawks appeared to be in control, leading 62-71 after Josh Smith's long jumper with 4:33 remaining. But Milwaukee scored the next 14 points, and Jennings wrapped a 19-9 run making sure free throws with 9 seconds left.

Al Horford had 25 points and 11 rebounds for the Hawks, while Jamal Crawford was 4 of 10 from the field and finished with 13 points.

The Nuggets, vying to become the first team in franchise history to overcome a 3-1 deficit in the playoffs, managed to overcome the Jazz despite losing center Nenad Krstic to a sprained left knee in the first half.

Denver won a game in which it was facing elimination for the first time since the 1994 semifinals against Utah. AP

FilOil caging: Tams test surprising RP U-18

THE UNDER-18 RP YOUTH TEAM TAKES on another powerhouse hoping to post an other shocker today in the PBOI-Flying V Tuesday/First Pan Pac Invitational Cup.

Led by high school standout Gelor Estrada, the tournament's rank at 3 p.m. ends a Pat Gaston U side aiming to rebound from a recent loss at the PBOI-Flying V Arena in San Juan.

"It's a confidence booster for us," said coach Eric Altamirano after his national-manned edging NCAA champion San Sebastian, 93-88, in overtime last Wednesday.

"But it's going to be a tough ride because there are still a lot of tall teams that we will have to play."

Anthony and Emilio Aguinaldo College, both currently accepted as probationary members of the NCAA, kick off the three-game session at 1 p.m.

University-of-the-East, boosted by the sizzling performances of veterans Red Lee and James Martinez, shoots for its third straight win against Adamson at 3 p.m.

In juniors play NCAA champion San Beda Red Cubs battle the Ruby Tuazon-led at 11 a.m., after the 8 a.m. duel between the Mapua Robins and the Adamson Baby Falcons.

"Its paper not may have the strongest lineup," said PBOI coach Cirse Capuyan. "The players may be individually talented, but what's more important is team chemistry."

The Warriors dealt the Tuazonmen an overwhelming 76-72 loss last Saturday after trailing by 19 points. Jasmine W. Paya

SHORT TAKE

PBOI-Flying V Arena

Finals — Mapua vs. Adamson (3 p.m.)

Y14 (8 a.m.) — UE vs. San Beda Gold

Y16 (8:00 a.m.) — Adamson vs. Arellano (9:00 a.m.)

Y18 (11 a.m.) — San Beda Red vs. Mapua (1 p.m.) — Adamson vs. UE (3 p.m.)

Olympic body snubs Asap on swim row

THE PHILIPPINE OLYMPIC COMMITTEE is set to submit to the Guangzhou Asian Games organizing committee almost the same number of Filipino athletes it debuted four years ago in Doha, Qatar.

POC spokesman and 2010 Asiad chief of mission Joey Romasanta yesterday said the organizing committee almost the same number of Filipino athletes it debuted four years ago in Doha, Qatar.

POC spokesman and Asian Games chief of mission Joey Romasanta yesterday said the organizing committee almost the same number of Filipino athletes it debuted four years ago in Doha, Qatar.

MERGING INTERESTS: Philippine Basketball Association chair Leo Alvarez of Air21 (center) joins hands with Liga Filipinas CEO Noli Eala (right) and Philippine Basketball League chair Ricardo "Ding" Cuneta of Purefoods Lotte as the other PBL and Liga officials signed a memorandum of agreement for the staging of a joint tournament on June 5. The venture seeks to eventually merge the two leagues.

Smart Gilas looking at 3 more Fil-foreign cagers

By Jose Mesiona

SMART GILAS PILIPINAS HOPES TO TAP three more overseas-based players with Filipino blood to beef up its roster for this year's Asian Games in Guangzhou and the 2011 Fiba men Championship next year.

Smart Gilas coach Rajko Toroman has invited 6-foot-9 Christian Standhardinger, 6-foot-5 Wes Monachini and 6-foot-1 Chris Daniels to join the national team at the Joe Henson training camp in Las Vegas.

The Nationals arrived Wednesday as the world's biggest casino haven where they are scheduled to play three more tuneup games as the Impact Basketball Dyes starting tomorrow. They return to Manila on May 5.

Toroman said he is planning a series of workouts for Standhardinger, Monachini and Daniels as we firm up their respective teams.

"I want to see these players," said Toroman, who is looking for another power forward to the national's frontline. "It's important, I will try to get their (civil) commitment."

Of German descent, Standhardinger suited up for the US NCAA division I school University of Nebraska. The 20-year-old player, whose mother is Filipina, was a member of Germany's Under-18 squad in 2006.

If he passes Toroman's standard, the Batangueng Bankerhead cg Pilipinas would ask the German national team to release Standhardinger to the Philippine team.

The Filipino-Swedish player for the University of British Columbia and Trinity Western University in Canada while the 35-American Daniels was stolen for the Grande Pacific Eagles, an NPCAA division II squad.

POC eyes same nat'l Asiad roster as 2006

By Marc Anthony Reyes

THE PHILIPPINE OLYMPIC COMMITTEE is set to submit to the Guangzhou Asian Games organizing committee almost the same number of Filipino athletes it debuted four years ago in Doha, Qatar.

POC spokesman and 2010 Asiad chief of mission Joey Romasanta yesterday said the initial number is about 220, which approximates the 187 contingent to the 2006 Asiad that came home with four golds, six silvers and nine bronze medals.

However, the Philippine Sports Commission expects to fund just 80 athletes, based on its own criteria.

PSC chair Harry Angping said the athletes were chosen based on their medal potential after a study of their recent performances.

But Romasanta said that the country will not be sending its usual set of athletes as in the Laos Southeast Asian Games last December.

"I don't see that happening again, because things will be different after the elections," Romasanta said, hinting that the present POC membership won't be there much longer, when a new administration takes over.

IN THIS ISSUE

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■ ICTSI eyes another dollar debt sale by yearend /B3

Editor Raul D. Pangalangan • Assistant Editor Connie S. Nazareno

BUSINESS

Malaysia firm to take over SLEx operations

Conglomerate may spend up to ₱10B more to extend highway

By Paolo G. Montecillo

THE LOCAL UNIT of Malaysian conglomerate MTD Capital Berhad plans to spend up to P10 billion more to extend the South Luzon Expressway (SLEx) by at least 55 kilometers from Sto. Tomas to Laguna province in Lucena City, Quezon.

Isaac Dawid, president of MTD Capital unit South Luzon Tollways Corp. (SLTC) said the company would break ground in May to extend the present 38-kilometer highway further south.

SLTC's sister firm, Manila Toll Expressway Systems Inc. (MATES), has already secured the government's approval to take over SLEx operations, which is currently being run by state-owned Philippine National Construction Corp. (PNCC).

The turnover will take place on May 2 at 12:01 a.m.

"We have already completed over 99 percent of the things that need to be done at SLEx," Dawid said in a recent interview.

In 2006, MATES was able to secure the contract to modernize and operate SLEx until 2036. In return, its affiliate SLTC would invest P12 billion to widen the highway and impose the toll collection system.

In protest, motorist from highway operations account to an month or P3 million a day.

The company last December filed to take over highway operations from PNCC. But the state firm resisted, saying that the move would result in the displacement of over 1,000 PNCC workers.

The state firm, which successfully obtained a restraining order from the Pasig Regional Trial Court, also argued that since SLTC had not yet completed all the work needed at SLEx, MATES had no right to take over.

Last April 15, MATES was able to secure a toll operations permit from the Toll Regulatory Board (TRB), paving the way for its takeover of SLEx this coming Sunday.

MATES told the board that 99.8 percent of roadwork had been completed, while company employees had started running most of the toll collection booths at SLEx.

"The PNCC has been very uncooperative. They've allowed our employees to man many of the toll booths, so I believe there will be a smooth transition this weekend," Dawid said.

SLTC is now preparing to extend SLEx by at least 55 kilometers to Lucena City, Dawid said.

"We have already undertaken engineering due diligence. I think a year and a half from now, the project will start, but we can still also depend on how soon the government provides the right of way," Dawid said the location.

The toll road currently spans 26 kilometers from Alabang to Calamba, Laguna. Once SLTC completes a three-extension to Sto. Tomas, also in Laguna, the total length of the highway will be 37 kilometers.

Higher-than-expected budget deficit seen to 'spook' bond market

By Rosemil W. Dacoloja

SUFFICIENT THE GOVERNMENT MANAGED to improve tax collection, its higher-than-expected budget deficit in the first quarter could still "spook" the bond market, according to Citigroup Global Markets Inc.

In a new study on the Philippines, Citigroup's investment research arm said the country's deficit spending from January to March indicated that the government was returning to fiscal profligacy in 2009.

Last year, the government repeatedly resorted to deficit spending program. In the end, the budget gap reached P298.5 billion.

State economic managers said that, with the global and domestic economy "still not out of the woods," the deficit in 2010 would hit P295.5 billion.

In the first quarter, Citigroup said, the government was supposed to spend P377 billion. But the authorities were over the budget and wound up spending P408 billion.

"The hefty first quarter fiscal slippage would spook the bond market as the event rewinds last year's sizeable fiscal slippage mainly from the revenue shortfall," the group said.

With the national elections are to take place soon, "the issue fiscal reading reinforces preference for short-duration assets," it added.

Citigroup maintains its deficit forecast of P324 billion for 2010, about 3.8 percent of gross domestic product (GDP).

Citigroup added that the overshoot in the first quarter would heighten fiscal risks for the full year.

The "silver lining is that the government has not defaulted on its fiscal consolidation to growth," it said. "First quarter GDP prospects would be lifted by buoyant fiscal expenditures in March."

Citigroup said the government would have to freeze some of its non-interest expenditures in the months after the elections, if revenues would fail to improve and compensate for the poor performance in the first quarter.

Also, the group said the peso's value compared to the US dollar would be vulnerable to a correction following the disappointing fiscal performance.

In a separate study, Citigroup said the peso would likely depreciate in a range of 43-46 to the dollar without strong portfolio inflows from overseas in the near-term.

"While the peso was nearly two-year against the dollar at below-in line (with exchange rates in Asia), and encouraging outgoing view of May elections, the lack of strong offshore portfolio flows would stem fast support for the peso to probe stronger ranges," it said.

Meralco Q1 profit up 135%

Board OKs new dividend policy

By Amy R. Borja

MANILA ELECTRIC CO. SAID ITS CONsolidated core net income surged by 135 percent to P2 billion in the first quarter, due largely to a higher volume of energy sold and the adjustment in distribution rates, which took effect in May 2009.

In a disclosure to the Philippine Stock Exchange, Meralco said its consolidated revenues, to which electricity accounted for 98 percent of the total, rose by 24 percent mainly because of higher energy sales, increase in customer count and higher average rates through time.

Consolidated capital expenditure reached P1.6 billion, up by 29 percent from P1.3 billion a year ago.

Its financial position as of March, in cash or cash equivalents, was up 84 percent to P12.2 billion from year-ago level.

Consolidated debt as of end of the third quarter hit P28.6 billion. Its debts are mainly denominated in pesos, with the bulk falling due in 2014.

Meralco chair and CEO Manuel Lopez said the board of Meralco also approved a dividend policy where 50 percent of the company's recurring income would be declared as regular dividend.

"In addition, following a 'bank-back policy,' the board may declare special dividends by early 2011 out of its 2010 core regular dividend of P0.15 a share on May 15, representing 50 percent of any 2009 core earnings per share," Lopez said.

Metrobank expects to hit growth targets

By Doris C. Dumlao

BANKING GIANT METROPOLitan Bank and Trust Co. expects to have much to boast of by the mission profit forecast of P7 billion set by analysts for this year.

This translates to a profit growth of 16 percent from year-ago level.

In a briefing after the bank's annual stockholders meeting yesterday, Metrobank officials said Metrobank was not growing in any variety where yields were higher.

Asked about income prospects for the year, Metrobank treasurer relations officer Jose Teodoro said the bank was "more than comfortable" with the projections made by equity analysts covering the bank. The lowest projection in so far for Metrobank, she said, was a net profit of P7 billion.

The bank currently reported its best quarterly profit in recent history of P1.5 billion for the first three months of the year, up by 35.7 percent from a year ago.

Teodoro said the bank was now at its best point as far as asset quality and pricing power was concerned.

FMIC income rises by 65%

FIRST METRO INVESTMENT Corp., the investment arm of the Metrobank group, reported a 65-percent increase in profit to P566 million in the first quarter.

"Robust capital markets underpinned the latter than-expected investment banking fees, higher trading income from its equity and fixed income portfolios, as well as distribution activities," FMIC president Constancio Bebelman said.

The jacked up FMIC's return on equity to 17.7 percent compared to 12.8 percent a year ago.

Fees from investment banking activities in the first three months surged by 552.5 percent to P23.8 million.

FMIC participated in in 75 percent of both government and private bank raising during the quarter. Its share in government debt issuances was 44 percent and that in private debt issue was 90.2 percent.

Doris C. Dumlao

Campaign contributions

BARRING UNFORESEEN NATURAL and man-made calamities, July never day for national and local candidates is nine days away.

For obligation purposes, this could be the start of a nine-day worries for those in the polls. Between now and May 10, expect their nerve level the number of shaving cream to swell.

This is also the time to stockpile the financial and material resources needed to make sure campaign strategies work before, during and after Election Day.

The campaign materials, transportation facilities, food provisions and, most importantly financial logistics should be accordance or within reach.

Contingencies or what ifs have to be anticipated and prepared for so candidates are not caught flatfooted at crunch time. Bank ATMs have a nasty way of going offline when they are needed most.

Until political maturity becomes the electorate, money will play a significant role in the choice of the people who will run the affairs of government in the coming years.

For politicians who are independently wealthy, money may not be something to lose sleep over.

But for the financially impaired, funding has to come from relatives and friends, and third parties who are willing to "invest" in them.

Contributions

For obvious reasons, the rich businessmen or honchos of the country's most profitable corporations are in the cross hair of the candidates for key national and local positions.

The preferred contributors is cash, and the good treasurer, given in amounts that will not send alarm bells in the Anti-Money Laundering Council.

If there are legal constraints, the treasurer may be in the form of bullets, T-shirts, free use of motor vehicles with drivers and others. Confidentiality is the name of the game in corporate contributions. Only those who need to be informed within the company ranks should know about it.

In case word leaks out, the other candidates who did not get anything (or got lesser amounts) may demand "equal" treatment. If the ignored or discomfited candidate wins the election, the businessman who bet on the wrong horse could find himself in serious trouble. Hell hath no equal to a politician scorned.

To play safe, the astute businessman who does or anticipates doing a lot of business with the government usually spreads the goody to all candidates who have the chance of winning it. Nuisance candidates are not included on the list. This way, he would find himself in the good graces of whatever gets the electorate's nod.

Foreign travel

For businessmen who want to stay above the fray they can either send word to the grapevine that no contribution should be expected from or will be forthcoming from their end, or simply make themselves unavailable to candidates.

There are risks to these actions, but if the company concerned has strong international links or endowed with technology to be threatened southern, it can get away with to standoffish posture without putting the company at risk.

Sort of new favorite business tycoon is someone we have met or have got in touch with nowadays, he's probably out of the country on purpose, to avoid the calls of political panhandlers.

Whether or not the official line is for public consumption only, while behind the scenes something different is going on is a matter of speculation.

Although banking political considerations may be considered marginal (so critics'll right to question its the electoral process, some considerations are the province of law, others.

The prohibitions also applies to individuals and corporations who operate public utilities or are engaged in the exploitation and development of our natural resources.

If within one year prior to the date of the election, a person seeking a loan or accommodation in excess of P100,000 from the government or any of its offices, including government-owned or controlled corporations, he cannot secure his appointment to the candidate who may have assisted him in their transaction by contributing to his campaign.

In what may be considered a catch all provision, the ban extends to all those who have "been granted franchises, licenses, exemptions, allowances or similar privileges or concessions by the government or any of its offices and corporations."

There are other items included in the list of prohibited contributions but the bottom line is, any party that has benefited or continues to enjoy certain benefits from its commercial transactions with the government is barred from making political contributions.

The ban is clearly aimed at preventing whatever is in power from taking advantage of the position.

Violations is rampant, if these prohibitions were to be strictly enforced, only the owners of Mom-and-Pop type of business can legally give financial or material assistance to the candidates.

For feedback, please write to rpublicrea@inquirer.com.ph.

Belle net income tripled in Jan-March

LEISURE ESTATE AND GAMING firm Belle Corp. tripled in first quarter profits on higher earnings from real estate operations.

Net income attributable to parent equity holders surged to P121.00 million from January to March from P40.2 million a year ago, Belle told the Philippine Stock Exchange yesterday.

Income from real estate operations grew by 16 percent year on year to P147.5 million during the quarter.

Revenues increased 50 percent to P157.2 million over a year ago on higher sales of its lots in The Peninsular at Sarangaya Hills, Iskwela Sarangaya and Bonifacio at Sarangaya.

Food operating expenses, including depreciation and amortization, dropped by 3 percent to P41.6 million.

Belle said it would invest P7.3 billion in a 272-hectare master plan for its property in Tagaytay City Sarangaya for development into a tourism economic zone featuring facilities and activities for nature adventure and sports.

Doris C. Dumlao

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ICTSI eyes another dollar debt sale in 2010

Port operator cites low interest rates, may issue notes worth $150M-$200M

By Paolo G. Montecillo

BAUAN-LEO POST GIANT INTERNATIONAL Container Terminal Services Inc. (ICTSI) is planning another sale of dollar-denominated debt paper, following the company's successful offshore debut earlier this year.

The company, which raised $250 million from the sale of what analysts said were "extremely priced" notes in international investors last March, said it was considering raising fresh capital to refinance maturing obligations and to fund general operating needs.

In a board meeting on Thursday, the ICTSI said it found had approved "the offering, issuance and sale by the company to both local and international capital markets of US dollar-denominated corporate notes."

"We saw an opportunity with interest rates being low, so we want to take advantage of that," ICTSI treasurer Joel Consing said in an interview.

He said ICTSI might raise between $150 million and $200 million worth of notes, but added that no figure had been firmed up yet.

This will be considered to be same notes as its previous debt sale, which was the company's first offshore issuance.

The foreign issuance was also the first for a Philippine company this year.

"The proceeds of the offering will be used to refinance the company's existing debt obligations and for other general corporate purposes," ICTSI said in its disclosure.

Like its previous issuance, the company said it planned to list the notes on the Singapore Exchange Securities Trading Ltd. Appointed as lead managers and book runners were HSBC and Singapore-based UBS.

The company's previous debt sale was oversubscribed until by investors, fetching a coupon rate of 7.375 percent, or just 365.6 basis points over comparative US Treasuries at the time.

Doctor of Humanities Honoris Causa conferred on Ambassador Lhuillier

Ambassador Philippe J. Lhuillier, former Philippine ambassador to Italy and chairman of the PJ Lhuillier Group of Companies, was recently conferred the Doctor of Humanities Honoris Causa degree by the St. Louis University, Baguio City on April 16, 2010. He was recognized for his exceptional contribution in the fields of business, government service, and community-building. Ambassador Lhuillier, in response, addressed over 2,500 graduates with his speech during the baccalaureate mass officiated by Most Reverend Carlito Cenzon, Bishop of Baguio City. "I attribute my accomplishments to my adherence to… *dream, work,* and *hope*… *Dream* for the best in any chosenfield. *Work* hard to realize that dream. And, have unflinching *hope* that you will succeed," he expressed.

Burgundy finds gas in Sulu

By Amy R. Reyes

BURGUNDY GLOBAL EXPLORATION LTD. has found gas within the Sulu Sea A-1 well, based on results of the joint studies conducted by the consortium operating Service Contract (SC) 62.

Burgundy said in a report that the extent of the reservoir had yet to be determined, but based on the seismic reports gathered, gas resources in the area were estimated to reach as much as 35 trillion cubic feet.

"The presence of multiple structures at an offshore depth of 30,000 feet established the prospectivity of methane gas from the Sulu A [well]," Burgundy added.

The joint study within SC 62 was conducted by Burgundy Global, Eviota Nexus Gas S.A. of Spain, IOE of Italy and their Philippine unit Palawan Sulu Sea Inc.

According to Burgundy, the company is studying the possibility of conducting further drilling later this year.

It was in 2008 when Burgundy signed a $200-million joint venture with Nexus Shiraz to explore the SC 62 area, off eastern Balabac Island, Sulu Sea.

"The proximity of the area to the island of Borneo, particularly Sabah and Brunei, makes the area attractive for petroleum exploration with a high degree of prospectivity. It is it lies within the oil province of several hydrocarbon bearing stratigraphy and well-trends," Burgundy said.

According to the company, the block-oil panel to SC 62 showed similar encouraging drilling results that support the presence of commercial gas reserves.

Sterling Bank profit rose in '09

STERLING BANK OF ASIA REPORTED a rise in profit during its second full year of operations in 2009 as it expanded its resources to become the country's ninth largest thrift bank.

Based on audited results, the bank posted a net income of P78 million last year, a turnaround from a net loss of P212.5 million the previous year.

Sterling Bank president Lamberto Velona said the bank grew its lending portfolio by 46 percent year-on-year to P5.8 billion, while deposits almost doubled to P10.6 billion.

The bank's assets increased by 78 percent to P17.3 billion in 2009, making it the ninth largest among the country's 79 thrift banks. It also ranked 6th in terms of deposits and 8th in terms of loans.

"This is a significant feat for us.... We could not achieve this achievement to the experience and prudence of the bank's management team and the strong support of our shareholders," said Villena.

The bank marked a milestone last year when it acquired Commercial Savings Bank. Doris C. Bumatay

MMC, unit to continue mining

By Riza T. Olchondra

MANILA MINING CORP. (MMC) AND ITS wholly owned unit, Rio Tuba Copper Gold Resources Inc. (RTCGRI), have obtained government permission to continue exploring their respective mining areas in Surigao del Norte.

MMC said in a disclosure that the Mines and Geosciences Bureau had renewed exploration permits for MMC and RTCGRI.

The exploration permit for MMC covers 2,179 hectares in the municipalities of Surigao, Mainit, Sison and Placer.

RTCGRI's area, on the other hand, covers more than 200 hectares in the municipalities of Tubod and Placer.

MMC plans to reprocess its tailings at Placer to recover gold.

MMC chairperson and CEO Felipe Yap told reporters earlier that the company was looking at processing 18,000 tons a day for three- and-a-half years.

Stockbrokers get court relief, to vote full 38% of PSE shares

By Doris C. Bumatay

STOCKBROKERS HAVE OBTAINED A court relief allowing them to vote to the extent of their actual shares during the May 3 board elections and unseat stockholders' nominees of the Philippine Stock Exchange (PSE).

This means that at least for this election, the brokers can vote in excess of the 20 percent single industry limit that the Securities and Exchange Commission had directed the PSE to observe during this year's elections.

In a disclosure on Thursday, the PSE said it had received an order from the Regional Trial Court of Pasig directing the exchange, its nominations and election committee (Nomcom) and the Securities and Exchange Commission to adopt the election rules adopted in 2009.

The Securities and Exchange Commission, however, said it would appeal the ruling at the Court of Appeals.

Of the PSE's outstanding shares, about 38 percent are still held by the brokers, a steep reduction from the 100 percent after the exchange was demutualized or converted into a corporation as required by the Securities Regulation Code (SRC).

However, the SEC earlier ordered the PSE to curb brokers' voting rights to 20 percent in accordance with the SRC rules that compel them to own not more than 20 percent of the exchange.

The Philippine Association of Securities Brokers and Dealers Inc. (PASBDI), however, went to court to challenge the 20-percent cap on their cumulative voting rights.

PRULINK	PRU LIFE UK
Investments of Variable Life Insurance Contracts	Apr. 28, 2010 / Apr. 27, 2010
Bond Fund - Peso	1.81332 / 1.80884
Managed Fund - Peso	2.17351 / 2.16673
Growth Fund - Peso	1.32649 / 1.31993
Equity Fund - Peso	0.84207 / 0.83134
Bond Fund - US Dollar	1.70290 / 1.69880
Managed Balanced Fund-I	1.10004 / 1.09864
Managed Balanced Fund-II	1.10467 / 1.10368
Protection Fund - Peso	1.49984 / 1.47607
Money Market Fund - Peso	1.02048 / 1.01997

UNIONBANK

NOTICE OF ANNUAL MEETING OF STOCKHOLDERS AND CASH DIVIDEND RECORD-DATE SETTING AND PAYMENT DATE

TO: ALL STOCKHOLDERS

The Annual Meeting of Stockholders of Unionbank of the Philippines will be held at the 18th Floor of Unionbank Plaza, Meralco Avenue corner Onyx and Sapphire Roads, Ortigas Center, Pasig City on Friday, May 28, 2010 at 4:00 p.m.

The Agenda for the said meeting will be as follows:

I. Calling the Roll
II. Proof of Notice of Meeting
III. Approval of the Minutes of the Annual Stockholders' Meeting held on May 28, 2009
IV. Chairman/CEO's Report to Stockholders - Mr. Justo A. Ortiz
V. Annual Report of Management on Operations for 2009 - President Victor B. Valdepeñas
VI. Ratification/Confirmation of Appointment of External Auditor (Punongbayan & Araullo) by the Board of Directors
VII. Amendment of Unionbank's By-laws to include as additional provisions of Article V Sections 26 to 35 re: Inclusion of Audit, Market Risk and Operations Risk Management Committees and their Responsibilities and Responsibilities
VIII. Election of Directors for 2010 – 2011 term
IX. Adjournment

Only stockholders of record as of April 14, 2010 will be entitled to attend and participate at the above meeting.

Please be advised also that RECORD DATE for entitlement to the cash dividends declared by the Board of Directors of Unionbank on January 27, 2010 equivalent to P0.03 PER SHARE TRUST AND PRIVATE INVESTMENT (PCD) for the period of May 2010 which PAYMENT DATE shall be on 04 June 2010.

For your information and guidance.

Very truly yours,

(Sgd.) ATTY. IVY B. MACALINO
Corporate Secretary

PICO DE LORO

An exclusive country club lifestyle amidst nature

This summer is the perfect time to experience the unique and truly convenient vacation lifestyle at Pico de Loro Cove, the maiden development within SM Land's premier leisure destination development Hamilo Coast in Nasugbu, Batangas.

With the opening of the Country Club, the distinctive leisure experience at Pico de Loro is now complete. Aside from soaking up the sun and lounging at the various outdoor venues at the Beach Club, members and guests can now also opt to enjoy a more active and recharging experience with the various sports facilities and indoor recreational amenities at the Country Club.

The Pico de Loro Beach & Country Club is the perfect place where each and every member of the family can get away from the stress of city living—enjoying the familiar comforts and conveniences of an exclusive leisure club, but brought amidst breathtaking nature and scenery.

The opening of the Country Club stands out Pico de Loro's exclusive club membership lifestyle lifestyle, since the opening of the Beach Club earlier in 2009. Other developments in the Pico de Loro community include nine low-impact residential condominiums and the Pico Sands boutique hotel amidst lots for club members and guests.

The Country Club's sparkling amenities and extensive facilities speak for the grandness of the development, complemented by first-rate services of the staff. The Tropical Contemporary theme of design consultant Manny Samson, best showcased in the Country Club's entrance lobby, utilizes well-selected furniture from renowned local designers such as Kenneth Cobonpue.

Billiards is the Country Club's bowling and billiards hall which offers three full-size billiards tables and a six-lane bowling alley.

A game and karaoke room, and a library provide alternative meeting places for friends and family members.

Members can perfect their game even while on vacation, with covered courts for ball and racquet sports, and a fully equipped gym and group exercise area. Complete facilities include locker rooms and dressing areas.

The Lagoa Restaurant, the country club's signature dining facility, serves international buffet during weekends and a la carte menu of specialties on weekdays. For club members' events and social gatherings, the Bala Ballroom at the second floor can be partitioned into banquet rooms or can be used in its full 300-seating capacity.

While their parents enjoy a game of billiards and bowling, kids under ten years of age can play at Club Pico and play to their hearts' content.

SM LAND Hotline: (632) 858-0333 www.hamilocoast.com

pico de loro Cove

BUSINESS Friday

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RP firms seek bigger slice of world product, services markets

By Abigail L. Ho

NUMEROUS PRODUCT MANUFACTURERS and service providers are gearing up to join the World Expo 2010 in Shanghai from May to October, in a bid to capture a bigger slice of currently popular markets and industries over there, including urban planning, creative industries, and health and wellness.

In a statement issued recently, Trade Secretary Jesli A. Lapus says this would be the country's biggest participation in a overseas expo.

"The Philippine participation is part of the **government's drive to further enhance the** promotion of Philippine products and services while also sustaining the country's presence in the world market," he says. "China is a vital partner for the Philippines and we view the **Philippine participation as an excellent trade** opportunity to demonstrate what our (small and medium) exporters and entrepreneurs can offer the world market."

The Philippine Pavilion in the World Expo will not only feature the various products that the country can offer the world, but also showcase the Filipino creativity via displays of indigenous musical instruments and festival paraphernalia, as well as live performances of **traditional and symphonic music.**

Also planned to be placed in the Philippine Pavilion are a video installation exhibit of Philippine cities that are potential tourist spots, a gift shop featuring products from the **Philippine Chamber of Handicraft Industries,** and a themed restaurant showcasing Filipino cuisine.

Visitors and buyers can also sample the traditional "tikoy," which is increasingly becoming a popular form of massage and healing technique in the international market, including Germany, Singapore and Hong Kong.

Apart from these companies that will bring the Philippine Pavilion to life, more than 30 other local companies engaged in a wide range of product and service offerings will also have booths in the World Expo.

Instead of lumping all product and service sectors together, the World Expo will highlight specific industries every month from May to October.

The gifts and housewares exhibit is in May.

The following month, the spotlight will be on food and health and wellness.

For mining month in July, the Chamber of Mines of the Philippines and Nickel Asia Corp. **will be partners in the expo.**

Come August, the information technology and automation month, local companies and **groups showcasing their wares in the expo are** the Medical Transcription Industry Association of the Philippines, Philippine Software Industry Association, Polytronic Technologies Corp., Information Council of the Philippines Inc., and the Game Developers Association of the Philippines Inc.

The furniture and furnishings and wood arts months is in September.

Finally, in October, for the education services, industrial goods, urban planning and tourism month, Philippine companies joining the expo include the Global City Innovative College, Pinoltic Association.

Apart from exhibits, each month's expo will also have business-matching activities.

Innovating an Ilonggo specialty

THE ILONGGO SPECIALTY LA PAZ BATCHOY has spawned many prototypes but there is only one version that became the yardstick of what an authentic batchoy should taste like: Iloilo City's Tod's (Old-timer) La Paz Batchoy.

Batchoy is a noodle soup variant topped with pork innards and beef. The steaming kaldo (Ilonggo for broth) is poured over

MORE B2-3

YOUR favorite La Paz batchoy, dished out at Tod's Old-timer...

Different brands for different products or the same?

MARKETING Rx
Dr. Ned Roberto
& Andy Roberto

Q: WERE IN A SIMILAR situation as the company who asked for your Marketing Rx last Friday and therefore can't also reveal our brand names. But our problem is not brand extension.

We are thinking of coming up with at least 2-3 new products until year from a base of just one that has its own branding. Here's our problem and we are lost in an endless debate. We've been reporting ourselves without any satisfactory end insight.

So please tell us: Which is better for pursuing our business? To give different brands for the 2-3 new products vis-à-vis introducing or to maintain the branding of our current product and apply that to these 2-3 newcomers?

A: Your question is a current-ly burning issue in branding. It's one of the basic concepting chapters in the 2008 North-western University Kellogg School book, Kellogg on Branding. Kellogg School marketing professor Tim Calkins refers to a nice edition of the book, wrote the chapter entitled "Brand Portfolio Strategy. He drew many of his ideas from David Aaker's 2004 book of the same title, "Brand Portfolio Strategy," and from Kevin Keller's 2003 book, "Building, Measuring and Managing Brand Equity" he identically, aside from Aaker, Keller is the other among to remember on this subject.

Having different brands for different products is known as the "House of Brands" brand portfolio strategy. On the other hand, having one brand for different products is referred to as the "Branded House" brand portfolio strategy. So for brevity, we can translate your question into: "Do we follow a House of Brands strategy or a Branded House one?"

Let's see what has worked for and what has worked against each.

It was P&G who created and started the multi-billion-peso multi-discipline way back in 1931. This came out of the famous internal memo from P&G's then advertising manager, Neil McElroy. It was a House-of-Brands strategy that P&G actually championed anyway adopted until with tremendous success. It did not use the Procter & Gamble brand on any of its products. What it chose to do was to build and grow such famous brands as Tide, Ivory, Crest, Pampers, Olay, Pringles, and several others.

Why did the House-of-Brands strategy succeed by P&G?

During the early years of brand management, opponents of the existing new product separation abound. Many times, none of the brands in the P&G brand portfolio were well enough to a new uncovered segment's unserved needs. So P&G was quick to reveal to launching a new more appropriately brand. In under the House-of-Brands business growing approach, P&G was able to practice parsing segment targeting with a divider-if positioning and pinpoint offering.

The approach is also a risk minimizer in case one of several 2-3 new brands gets into trouble, you can shift focus to your other brands. In the early 90's, this happened to P&G when medical research linked its Fely tampons to the deadly silicon, toxic shock syndrome. But because Fely was a distinct brand, its trouble had little effect on the rest of the brands in the P&G brand portfolio.

The latest plus of the House-of-Brands strategy constituents also is status. Because each brand participates in a specific market segment independent of other brands, it has little to any about synergy. At the same time, the consistent market fragmentation presents a constant threat to the scaling up of operations required to drive profit.

What about the Branded-House strategy? What does it make business growing sense to maximize the value brand when creating new with new and more products?

The inherent weakness of the House-of-Brands is scaling up is the particular advantage of the Branded-House strategy. Consider, for example, Samsung who is a champion of this strategy. According to PhilStarTrend Digest, 7, 2004 issue), between 2003 and 2004, Samsung spent more than $1.0 billion promoting the booming brand. The spending scale helped the brand to reach in the global market. If Samsung had instead chosen a House-of-Brands strategy and parsimonized its budget across several brands, it's highly unlikely that its brand could have attained global prominence in just these few years.

It's also easy to understand how the Branded-House model is able to also put the undivided attention and concentration of top management. That's difficult when there are 3 to 4 brands competing for top management's support. That will be your situation when you decide a House-of-Brands plot-term for your 2-3 new products.

On the downside, Branded-House's easier point is House-of-Brands' plus point. If a new market segment opportunity comes along but there is no fit with the primary brand, then this new business window won't be pursued. In other words, Branded-House can sometimes overcome and the consequential opera.

Pillar combining synergy and flexibility describes all the above? It's the Choose according to which strategy has the advantage that in your situation. When there's a tie, choice by elimination, avoiding the strategy whose weakness you can't afford to fall into in your situation.

Keep your questions coming. Send them to us at Marketing Rx@philstar.com, text or fax us at 896-6000, 924-3422. And thanks!

Innovating an Ilonggo . . .

From page B1-1

LARRY and Zabella Ibarra

the manner then garnished with generous serving of pork cracklings or chicharon, garlic and labuyo before serving.

Ted's Oldtimer Sandwich added his own ingenuity to the meal by giving the recipe a twist. The customary generosity of Ilonggo hospitality was on display, and only premium ingredients and the choicest cut of chicharon are used. And while other Bacolod broils specialize are notoriously oily, he made sure that his lechon does not leave a greasy aftertaste in the palate.

When the company decided to expand to Mindanao, they were faced with the challenge of competing in a pork saturated market in the area. True, the Bisaya has a way.

"We developed the 100% Bisaya flavor to cater to our Mindanao brothers," says Adella Lezama-Ibarra, the current chief and youngest daughter of the founder of Ted's Oldtimer, "although some have suggested to boot, it still embodies that distance flavor that Ted's Oldtimer is the Bacolod's favorite."

The Bred Brother business is big. Along with other innovations like Mexico, Batangas and Cebu, Ted's Oldtimer is the original brand that is offered at all Ted's Oldtimer outlets nationwide.

It all started with P19

Ted's Oldtimer La Pal Batchoy originated from the humble eatery in Bacolod City.

Founder Teodorico "Ted" Lezama has been churning out Batchoy since the 1950s. When he was still in his teens, he apprenticed with various Chinese merchants, of which one of them taught the basic how to create batchoy. He then refined the recipe and polished the resulting concoction to perfection.

Buoyed by a growing number of loyal clientele, he cracked his proverbial piggy bank and used his life savings of P3.0 to open his first stall at the La Paz Public Market. He named the eatery after his brand, which was simply made of 1836 and Stallion, was named by the Lezama couple and their children.

The company's first store is still in existence up to this day. To date, Ted's Oldtimer has over 34 branches nationwide and still counting. For inquiries, please call (033) 329-0945 or check out www.tedsoldtimer.com.

To Bacolod and beyond

Ted's Oldtimer's first foray outside Iloilo was in Bacolod City and the successful outlet eventually snowballed into five branches. They experienced a slight setback when they opened their first outlet in Metro Manila. The reception among non-Ilonggo natives was lukewarm at first but excellent especially once called—many LaLoan natives have been converted to fans of Ted Oldtimer but they are outdowned by seven compromised and three franchised units currently operating in Metro Manila.

Rosen and husband Larry are adamant on the practice of hands-on management. "If you are hands on, you're in-tune with everything that's happening in your business," Adella emphasizes. "Being hands-on also means knowing every aspect of your business so that even if you lose several employees at once, operations will not be disrupted."

Her sisters and cousins volunteer, as the chief cook of Christmas suddenly resigned. Because all business partners are required to undergo rigorous training, the franchisee just toiled up his sleeves and assumed the role of the cook. Thanks to the company's emphasis on hands-on management, business continuity is not disrupted.

Her sisters and cousins volunteer, as the chief cook of Christmas suddenly resigned. Because all business partners are required to undergo rigorous training, the franchisee just rolled up his sleeves and assumed the role of the cook. Thanks to the company's emphasis on hands-on management, business continuity is not disrupted.

Keeps growing

In addition to hands-on management in running the business, Adella points to "having a dedicated team that complements our long-term plans" in molding the business for the company's success. "Hands-on basis from very helpful to us. They are very efficient and have a flexible base of products and services that complements our needs and operational needs and expansion plans," boasts Adella.

Bestowed as the Best La Paz Batchoy by The National Shopper Choice Awards, Ted's Oldtimer will continue to take the Filipino's batchoy fix the taste of Iloilo. That you, they are set to open several more outlets in Iloilo and Leyte.

One first stand-alone coffee shop Diversion Road in Iloilo will be carrying new Self Inside and dinner items. But up," Adella reveals.

INQUIRER mobile news

INQUIRER BREAKING NEWS: Two separate vehicular accidents, a few minutes apart, cause traffic jam along southbound lane of C-5 in Pasig City, says Metropolitan Manila Development Authority.

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The case for, against . . .

From page B2-1

ing robotics influencing how they think (negative).

"Besides influencing how we think," again according to the UCLA researchers, "digital technology is altering how we feel, have our behaves. Seven out of 10 Americans homes are wired for high-speed Internet. We rely on the Internet and digital technology for entertainment, political discussion, and communication with friends and co-workers.

"So the Internet may not require us to learn to read new technological skills, it drills away from fundamental social skills, such as reading facial expressions during conversations or grasping the emotional content of a subtle gesture."

A 2003 Stanford University study found that the more time you spend on-line computer-wise, traditional face-to-face interactions with other people drop by nearly 10 minutes. Even using a computer for Web searches for just an hour a day changes the way the brain processes information. A constant barrage of e-comments is both stimulating—sharpening certain cognitive skills—and draining, other studies show.

Thus, the call, again according to Rosenzweig, "The risk of emotional neutrality becomes greater and greater as the speed of cognition increases" (emphasis in Gross-Arroyo).

"How will be more and more people who will have no role over the cognitive system entirely, withdrawal among their emotional memory, in order to decide what is good and what is evil."

People skills atrophy

On the same content, add the UCLA researchers, "the increasing number of today's digital natives are 'serving up' for rapid-fire cyber searches, browsing the myriad of info that exist of the more traditional learning methods are neglected and gradually diminished (emphasis by Gross-Arroyo). The pathways for human interaction and communication are altered in confusion. How we develop skills atrophy."

In a more specific way, study reveals that as the brain evolves and shifts its focus toward technology skills, it drills away from social skills, such as reading facial expressions during a chat, as mentioned earlier.

Studies at the UCLA have also shown that we can permanently alter brain wiring and circuitry in the areas of these dwindling neural pathways, even while the newly-evolved technological circuits bring our brains to different levels of potential. This is perhaps some kind of digital-enhanced evolution or Usif unfolding in our midst.

Finally, again according to neuroscientist Gross-Arroyo, "...but other brain functions may have limit endings. There is no evidence whatsoever that the emotional system is going to speed up. In fact, it is clear that the emotional system, because it's a body regulatory system, is going to stay at those same slow time constants. Therefore, the conduction is very slow. In a sense this is an engineering problem."

The result is not a dire dystopia that many fear, and still almost 20 years in the future, one all true data, and perhaps more, the danger comes from that emotional system's dozing off, even on hold.

Brilliant IQ, but what about ethics?

The conquest of the intellect of contemporary technology is a subtly unfolding one before for the future. Its impact a new point in the brain's neurochemical of the brain as contemporary studies unfold the ill-gotten overwhelming effect of technological bend, through to our cognition and emotion.

The technology-Integral Digital Immersion, currently and for the foreseeable future and future approaches the computers will in nerves and ing expanding capacity to manage enormous amount of data is using than ever. The speedy changing of technology combined with changing brain structures will provide a distinctly future lifestyle that might irrefutably pervade a different concept of reality.

We have been bombarded of cognitive overload due to the speed of modern life. Cultural critics like David Shenk and Neil Postman have raised the issue on the dangers of an accelerated society as noted by Gross-Arroyo. Dramatic rebuttals that it is not that the human brain "can't keep up with the speed of modern life... it is part of the brain that causes boredom with, while another part that for life has been gone to go to sleep for the life.

Our expert thereby writes the danger of our high-speed society—caused by high-speed technology—in causing generations to not have the time to be amused by the data it is that they will become brilliant on all the intelligence tests but ethically indolent? (Question mark provided by Gross-Arroyo).

The author is a former economic professor and university research director in the Clinical Psychology at the University of the Philippines. He is a certified by psychologist and earned his Certificate of Gerontology at the University Santo Tomas. Dr. Gross-Arroyo is a freelance writer-researcher and president of the after-brain based in Carlsbad, California, USA and at drnaguin@yahoo.com or drnaguin@yahoo.com.ph.

The case for, against 'digital natives'

By Dr. Aggie Caramihan
Contributor

ALLEN, ARGIE BOY, HERE ARE typical teenagers who spent most of their lives in a metropolitan milieu exposed to technological gadgets such as the video games, smart phones, and of course the ubiquitous computers constantly connected via the Internet in the all-knowing search engines Google, Yahoo and Bing among others.

Could this be the true reason why the latest hot and sober digital-ish moniker/catchphrase made Allen, Argie Boy and Anne—and millions of other teens—some type of intellectual savants? Their cognitive potential is probably at par to a polymath during the pre-computer era. If here you are worried, the literary—not the psychology of knowledge—has become a fertile ground for supposed scientific plans for many youth to visit today's).

Here, we have terms "Digital Natives" or teens and 20s whose daily existence revolves around technological gadgets voraciously swallowing in myriads of "apps." app is an abbreviation for application, which is a piece of software that runs on the Internet, computer, or on phone or other electronic device. iPhone owners at last 150,000 apps available. There is one app that is all about the human heartbeat (sound) and one latest addition, the "White House App,"— bringing the Oval Office to iPod Touch and Apple iPhone.

There is however one mighty digital hoodoo seem less scientific-creative. In their controversial supposes subtly wanting or are they exhibiting sheer attention-span? Ask a hundred nonsense questions, and what you get is a not-so-clear picture of their cognitive. Although they aware in-connectivity and immediate response, it is not fare to have individuals, but through their digital gadgets.

They can do this craving with-immediacy appeal are demonstrated when they hyperlink in their websites or do their texting with a thumb. Generally, according to Prensky, who coined and popularized the term "Digital Natives," an internationally acclaimed author, speaker, consultant, and game designer, "...is not that they cannot pay attention, it is that they choose not to." Is this simply the matter of teens or has their nature been affected by technology?

According to Sharon Begley, a science writer, "The ways the Internet supposedly affects thought are as speculative as they are speculative, since claims are supported by anecdote, not empirical data. Those 'claims' include shortened attention span, less interest in reflection and introspection, inability to engage in in-depth thought, fragmented, and distracted thinking."

On the other hand, Daniel Lyons (also a science writer but focusing on technology), probably filed this statement when he states, "The next thing about technology is that nobody can predict how new ideas will evolve." Anyway, can do but one's guesswork on the point raised by Lyons (1) used statement.

Brain gap

Evolutionary theorists tell us that the human brain evolves only after an enormous millions of years due to lack of "evolutionary technology" available at a particular epoch. Today new technological breakthrough occurs every six months.

Computer memory used to have a three megabytes today several gigabytes are getting cheaper, common and rapidly being outstripped by terabytes. iPhone advertises 65,000 apps at one time is imaginable, here's a few weeks later the same ad announces, "With over 185,000 apps on the App Store, there is an app for just about anything!"

(Exclamation point provided by Carson Arenas).

Apple Computer launched the iPad on Jan. 27th 2010 (1st most advanced technology-integrated and revolutionary device at an unbelievable price"); a tablet that is just a reader, just smart book. A smart book it is Internet-centric device that is always connected to the Internet via a 3G cellular network (or is it 4G now?), which does not only satisfy an Wi-Fi hot spots anywhere, which means 24/7 connectivity anytime, anywhere, and everywhere.

Unbelievably, there is one company in San Diego, California, trying to grid the networks (smart grid) allowing communications through electricity lines! These may eventually create another digital breed, which I dub the 'Wired Digital' individual very hostile without digital implements.

One expert has proposes that "Instead of the traditional government guy, we are witnessing the beginning of a brain gap that separates digital natives, born into 24/7 technology, and digital immigrants, who came to computers and other digital technology as adults, born during the 1950s."

How this "gap" will influence contemporary human life is another topic for research.

Digital culture

A few years ago, the World Future Society points to its magazine that the digital media—an offshoot of technology—shift our basis of knowing and evolve mind-ing. It becomes an interactive, global, seamless, anywhere, evolutionist, experience. There are countless sources to explore and test. The experience is quite different from the intellectually passive experience of watching television. Consequently, many experts feel that our minds and brain will undergo a rewiring to support this different sensory experience.

Apparently, digital media activities test, graphics, sound, and data in such a way that we experience things in a much more integrated fashion—built-memory, multimedia and multi-networked. As a result, boundaries separating disciplines, organizations, structures, and people begin to dissolve. The $6-million question is how?

One contemporary study at the University of California, Los Angeles (UCLA) presents us a hint. "... because of the current technological revolution, our brains are evolving right now—at a speed like never before... Digital revolution may well be increasing our intelligence in the way we currently measure and define IQ. Average IQ scores have been steadily rising with the advancing digital culture, and the ability to multitask without errors is improving."

On the way, 3-D television are now commercially available. 3-D (3d) for in holographic will be next?)

Flynn effect

In the 1980s, Emeritus Professor of Political Studies at the University of Otago in Dunedin, New Zealand, James Flynn made a startling discovery: there is a gradual rise of IQ level that has been observed since the 1930s where records of IQs were first kept. This discovery is now known as the Flynn effect.

Although the average IQ is remains 100 due to periodic restanning of IQ tests, new norms computed very years before it is contrasted to other units or standards or have been rising. These increases have been roughly 3 points per generation (i.e., in mean). What are the rise in total figures be attributed to? Several theories had been proposed since then.

One particular study in the 1990s by Dr. Donald T. Kline, director of Research at New York Psychiatric Institute, shows that attention required to an "enriched environment have largely contributed caution, more glial cells, bigger neurons, more active neurotransmitters, and larger blood supplies to the brain than animals in control group."

This study of Kline reveals, "... Kline stated in a memo, 'to appraise environments which is complex and stimulating, may develop a difference on of skills. If kids can call on the environment to do things for them, they become less dependent on parents as a property ego." The in-turn result producing digital gadgets of kids today seen in In This Info.

Again, according to Dr. Kline, "These kids may gain a sense of competence. In addition, they can afford to be independent, exhibit more ego imaginative, and to adopt a problem-solving approach to life. All of which may promote changes in the brain itself.

As this point, all we can do a guess." Only the new studies up-prun to be realized (hopefully).

"It is not impossible," Kline continues, "... that an intelligent environment could lead us to develop new synapses and a larger cortex. A smarter environment might make smarter people." Many modern studies are anchored on this theory proposed more than 20 years ago.

Daily exposure to hi-tech

Contemporary researches thus seem to confirm Dr. Kline's finding that the current explosion of digital technology not only is changing the way we live and communicate but also is rapidly and profoundly altering our brains. Daily exposure to high technology, according to Small and Organ, researchers and authors from UCLA, stimulates brain cell alterations and neuronal connective tissues, gradually strengthening new neural pathways in our brains while weakening old ones.

One study shows that people working on the Internet for several hours without a break report reading frequent errors in their work. Upon questioned, many report feeling fatigued, irritable and distracted, or simply spaced out experiencing "digital fog." The state is coined as "techno-brain burnout" by Small. This is thought a stressful state, as we are told, characterizing by lessened responsiveness.

This study suggests that physiological changes occur under this circumstances: the brains instinctively signal the adrenal gland to secrete cortisol and adrenaline into the bloodstream, thereby boosting energy levels and augmenting memory; however, over time they actually impair cognition, lead to depression, and alter the neural circuitry in the brain regions that control mood and thought (hippocampus, amygdala and prefrontal cortex).

Continued and extended tech-no-brain burnout can even reshape the underlying brain structure.

Experts tell us that the brain's neural circuitry responds constantly to whatever sensory activities we are involved in including the time we spend in front of our computer surfing the Internet, eChatting, checking e-mails, and e-shopping; apparently, these activities work seamlessly and digital to stimulate the brain.

Nicholas Carr, author of the Atlantic Monthly article "Is Google Making Us Stupid?" and author of the book The Shallows: What the Internet Is Doing to Our Brains, "... compared with reading, the Internet favors skimming, scanning, and superficial processing, short circuiting slower, deeper forms of thought."

Similarly, Maryanne Wolf, author of Proust and the Squid: The Story and Science of the Reading Brain, "... is concerned that developing digital habits may be reducing the time we devote to deep reading, which builds the connections that allow us to make inferences, draw conclusions, and think critically."

Technology speed

Current studies also suggest that another possible reason for structural brain changes is attributable to the speed of technological development. Although these changes are enhancing human cognition as well, these nevertheless tend to increase emotional neutrality too. It is hypothesized that the human emotional component is unable to cope with the cognitive elements conveyed by the speed of technology.

From our basic knowledge of physiology, this complex network is categorized into two major systems: synaptic (control nervous system) and hormonal (endocrine system), which are both responsible in preserving communication signals in the entire human body.

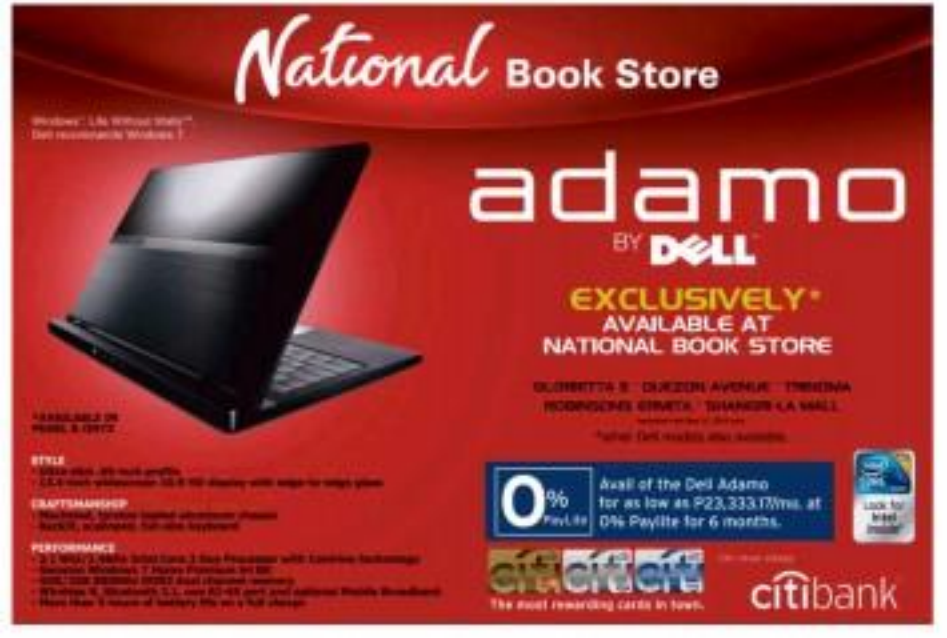
The central nervous system, or synapse, is the first major signal-sending system of the body. Synapse are neural impulses, which are, crucially bioelectric-chemical, in combination of chemical and electricity. On the other hand, the endocrine system harnesses hormones throughout the body to send signals. These hormones are involved in emotion, i.e., changes of mood, responsiveness to stress, and levels of activity among others affecting behavior.

"We really have two systems that are totally integrated and work perfectly well with each other but are very different in their time constants" (emphasis by Carol Ann Arenas), states Brain, a world-renowned neuroscientist. One is the emotional system, which is the basic regulatory system that works very slowly, with timescales of a second or more.

The other system, Damasio continues, "...is much faster because of the way it is wired, allowing electrical signals to travel much more quickly from neuron to neuron. Therefore, we can do a lot of reasoning, many object recognitions, and understanding names in just a few hundredths of a second. And in fact it has been suggested that we are optimizing these times, certainly younger people are more capable of multitasking in even faster rates."

Observing a teenager text several fastest messages simultaneously is one strong demonstration how certain younger brains are function with speed. Apparently, most teenagers are acquiring faster training from the rapid-fire cyber matches they have across 24/7 so, gaining more unconsti-

THE FRIDAY BIZ 2



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ALFRED Alonzo

Here comes the bride

Fashion show caps off the annual New World wedding fair with some gowns indulging bride's fantasies without overpowering details

By Alec T. Vergara

WITH 19 DESIGNERS AND four guest designers, majority of whom presented two wedding gowns each, the recent fashion show that capped New World Hotel's annual two-day bridal fair probably lasted longer than some high-profile celebrity unions.

It took models in towering heels, yards of lace, layers of chiffon and tons of appliqué sleeves forever to gingerly glide down the hotel's grand staircase before they could climb up a small platform at the lobby.

Such were the hazards of the profession. Thank heavens none of them lost their lives doing their jobs, but a few did lose face due to their own glaring missteps and "unsuspensive" gowns with minds of their own seemingly.

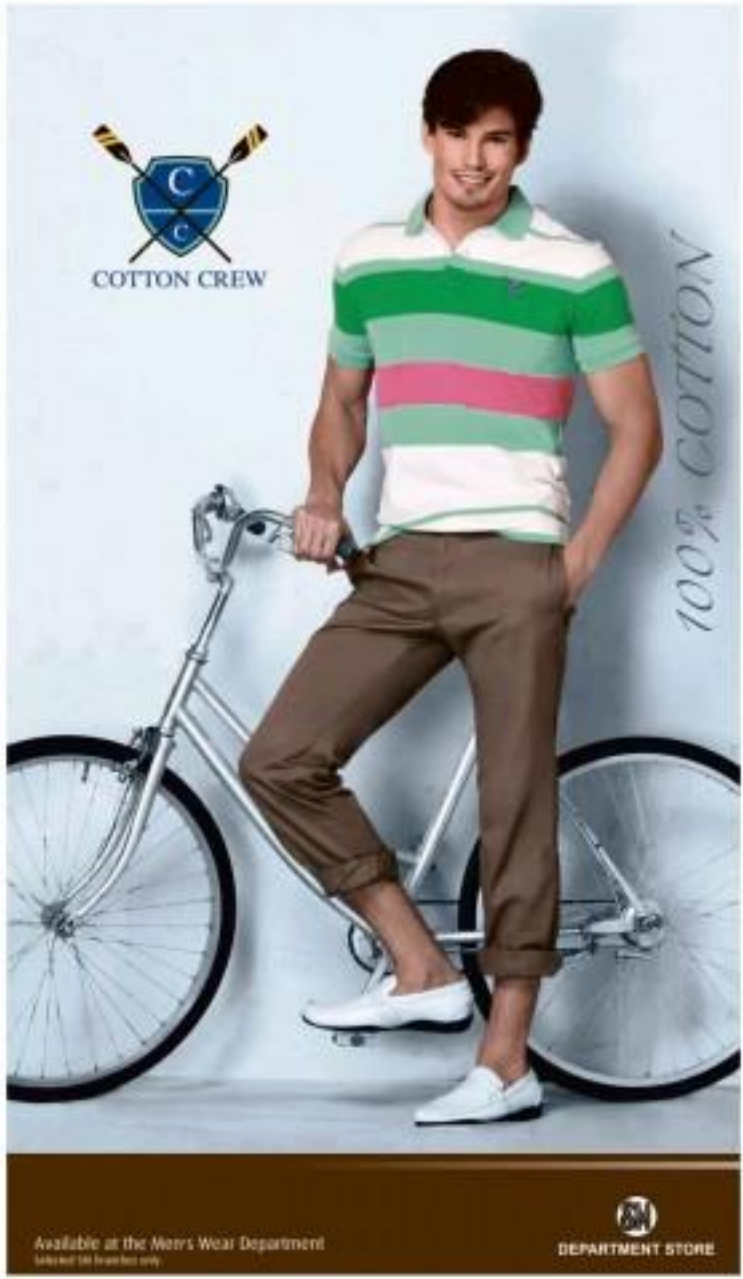
Indeed, after years of being held in the same venue, the show's staircase routine is getting a bit dated. It's time organizers hold the event in a proper ballroom to spruce things up and minimize risks that could pose a threat to both a model's life and a designer's ego.

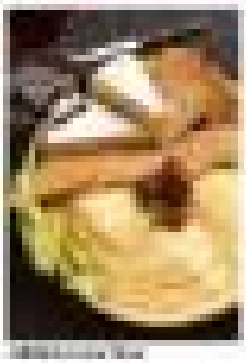
Dubbed as "Timeless... Weddings and Traditions," the show paid tribute to veteran designer Aurora Abaya, who did a spaghetti-strapped silk number with ruffles and various fabric treatments on the skirt that formed the shape of roses. He balanced off the heavy skirt by making model Marissa Bautjoya wear plus of costume jewelry by Jimmy Jamgot.

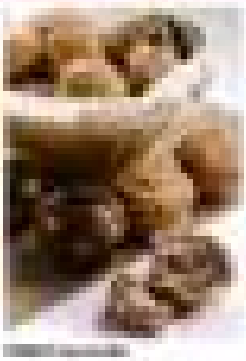
Abaya shared the stage with fellow guest designers Frederick Peralta, Randy Dela and Perseo Llenos. The latter presented a tiered number with a built-in petticoat that was noteworthy for its clean, impeccable construction.

Other designers who were in the larger-than-life roster were John Herrera, Shar-

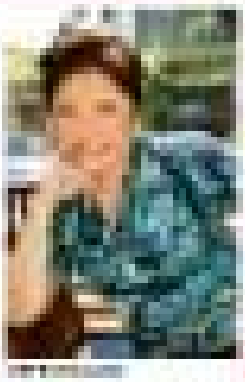
MORE COVERS, C2





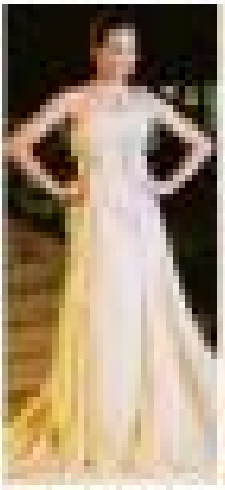


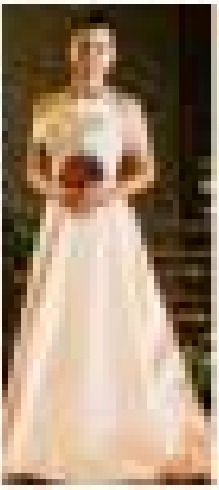
Business
reporter Ann
Ambrose Sandhiko
every day
eats between
three and five
times a day

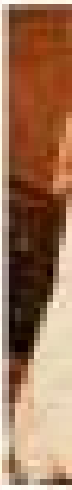


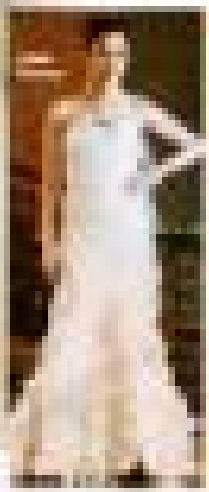
Shop green

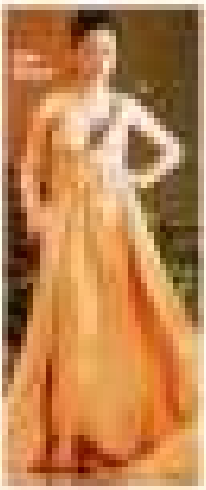
Here comes the bride

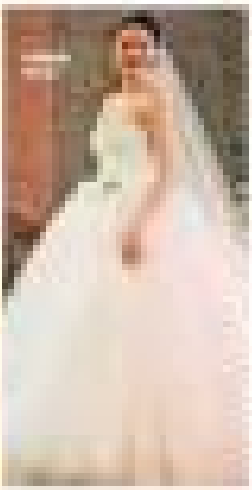


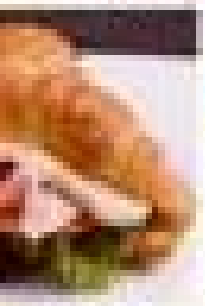












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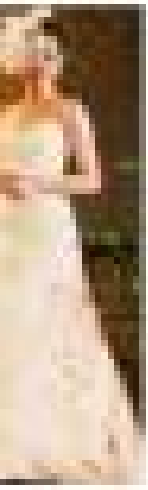

Globe
geek by day
rockstar by night.
surf on the run.
htc

Endless Shopping Made Effortless at SM Megamall

SM Megamall makes endless shopping a breeze with premium services that add comfort and convenience to your shopping experience.

Valet Service

Guests can avail of SM Megamall's valet service whenever needed. Your vehicle will be safe in the hands of our reliable service provider.

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For added ease and convenience, infrared monitors, coupled with red and green signal lights, have been installed in SM Megamall's multi-level parking sections to help drivers find available parking slots from afar.

Package Pick-Up

Shop without the added fuss of lugging around your purchases. The package counter lets you forward your purchases to them right at the point of purchase. You can also drop off any shopping bags you're carrying for safekeeping. Then, when you're done for the day, simply present your claim stub to pick your packages up.

Global Pinoy Service

Enjoy special benefits and privileges when you present your Global Pinoy Card at any of our partner establishments. It also gives you exclusive access to the Global Pinoy Center, a one-stop shop offering services like remittance, free voice and video call terminals, and free internet access among others.

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SM Prestige Card members can take a break from their shopping at this exclusive lounge located within SM Megamall's Department store. Here, they can enjoy premium amenities and services, including spacious sitting areas, massage chairs, powder / fitting rooms, mobile charging stations, free Globe Wi WiFi access, bills payment assistance, complimentary newspapers, and unlimited refreshments.

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SM Megamall offers breastfeeding mothers privacy and comfort by launching the first Breastfeeding Station. Now, there are 24 such stations in SM Supermalls nationwide.

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Find everything you need to find in a jiffy with the Digital Directory. Situated along the mall entrances and other key areas, the large 3D touch screen directory shows you what you need to find, along with the quickest route to take.

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GO SHOP! GO WIN! Shop and get a chance to win YAMAHA Nouvo Z

LIFESTYLE Fashion&Beauty

Modish urbanite is new look

FOR SPRING-SUMMER, the Jessica collection is all about New York City sophistication.

The collection is romantic and feminine, using mirrored fibers that evoke lightness and softness through soft layering, draping and other different treatments.

The color palette is mostly black and white, with dashes of green and blue and other hues.

Classy blouses and bodies are outdoor spring colors, while blue and rosemary function as evening shades. Neutrals such as vanilla, sesame and taupe are also used.

As the season moves on, the Jessica woman parties in tribal colors of brown, burnt orange and mustard.

MODERN OC

Sole comfort in high heels

MADE FOR A MODERN WOMAN'S fast-paced lifestyle, Kenneth Cole New York presents a revolutionary technology that gives optimum style without forgoing great comfort. The patented cushioning system combines flexible layers of [illegible] that's greater

KENNETH Cole New York Ellen Service

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THE PODIUM • GATEWAY MALL, ARANETA CENTER • SM MALL OF ASIA • EASTWOOD MALL, EASTWOOD CITY • SM DAVAO

Sole comfort in high heels

From page D1

than the sum of its parts.

A revolutionary 5% tapered pillow in the arch molds to the shape of your foot for short and exceptional wonder. Made with natural flaxseeds, it constantly shifts to cradle the contours of your foot but without the risk of breaking down like the synthetic alternatives.

Kenneth Cole New York's 925 has bed inside has two layers of Poron foam where one acts as a shock absorber. The other one is a memory foam that provides that additional element of comfort with every step.

Every pair of the 925 is also finely constructed with a supple cheapskin lining that allows the foot to breathe and a contoured, lightly-placed soft suede section that prevents the foot from slipping.

And the lower elements of the shoe are just as comforting. With an extra layer of cork, it better absorbs shock and further customizes the fit. For added comfort, another layer of bonded cellulose dissipates pressure to reduce sensitivity to painful small objects such as small stones, while the soft rubber sole enhances flexibility, durability and traction in all climatic conditions.

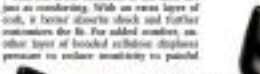
Now, it is a cinch to last the whole day in your favorite pair of 925 technology such as Bridle Fashion staples like the leather Dot Silver Tongue and Silver Screen Buffet Flats. Heels are also as easy as ever with Silver Fee and Silver Mayal leather pumps as well as the Silver Leaf mid-heel leather pumps.

With this new breakthrough, any pair of shoes can now be an everyday staple.

The 925 technology is available in Rockwell Center and Greenbelt 5, Kenneth Cole New York Stores.

Kenneth Cole New York is exclusively distributed by Stonex Specialties Inc. and located in Mabuhay Towne Center, Greenbelt 5, Ayala's Makati, Shangri-La Plaza, Mall of Asia, Rustans High Street and Trinoma.

KENNETH Cole New York Party People



KENNETH Cole New York Silver Metal

JESSICA Spring/Summer 2010 Collection

Modish . . .

From page D1

Soft and open weave fabrics are mix-inspired with ruffle-layered collar and sleeve details added to the ecofer cotton-duck shell color of an A-line dress.

The mustard-colored double-layered novelty lace cap-sleeve sequin dress, decorated with special ethnic wooden and bronze beading, exudes tribal influence.

Matched with a pair of walking shorts, the cropped jacket cut from the same lace fabric is a chic choice for Madison shoppers.

Other standouts: striped linen cotton cap-sleeve blouse and sky-blue woven and linen V-neck front ruffle blouse.

From tribal warfare tops and jackets with discs and chunks to dresses with cuts of sequins and embellishments, the collection becomes stylish to pieces with concealing ruffles and hems.

The one-shoulder or off-shoulder detail shows off the sensual female shoulder, as does the asymmetric beaded one-shoulder dress in textured linen with a cascading ruffle edge.

Tie-dye and ombre effects are demure.

Summer's ethnic, tribal prints

SOMEWHERE IN SUMMER... women has turned to mind. She's brought ethnic and tribal prints back from Africa, tie-dye from the Bahamas, and, last but not least, comes a yearning for cartoon flags, stripes, khakis, coral and snakeskin.

Her eyes are filled with the blues of the Pacific Ocean, her dreams with the hot colors echoed by the Mediterranean, and her daring designs are reminiscent of abstract art.

Bloggistanie is so elusively characterized by Jessica Stockdale's line and is located at Greenbelt 5, Makati City and SM Mall of Asia.

FROM LEFT: camouflage-print top and black elastic white top, snake-print fitted skirt, white tunic and sequined black-and-white scarf, black-and-white dress, white eyewear and black purse

Gift of time for Mom

IF THERE'S ONE THING MOTHERS ARE good at...it's the ability to juggle a million and one things at once.

This Mother's Day, give the gift of time to our mothers who have set aside their time to attend to our needs.

Honor the lady of the house with Steve Hein's range of classic yet chic and stylish timepieces.

Choose from a two-tone case and bracelet with clear crystals; two-tone round shape case and bracelet—all the perfect compliments to the busy mother's lifestyle.

Steve Klein Watches are exclusively distributed by Ruslan Marketing Corp. and is available in L'Time Studios, Bridgepod, Rustan's Department Stores and Asian Optik boutiques.

FROM left: two-tone watch with "X" bangle; two-tone case and bracelet with clear crystals, and two-tone round-shape case and bracelet

Creative weekend in Ilocos for busy city folk

SITIO ROMEROS IN CUBBIAO, ILOCOS Norte, with the Marilou Diaz-Abaya Film Institute and Art Center, invites executives, physicians and other professionals wanting to relieve the stress in their fast-paced lives for a creative weekend respite.

On their shoulders will hang not computers or stethoscopes, but cameras for a workshop in capturing the fluid textures of the sea as they are etched on the waves of Currimao Bay, the sand crusts in Pasuy and on the faces of Ilokos folk inborn from are nurtured by the Ilokos sun.

Initiated at the Film Institute and Art Center (www.mfaifilm.com) will present lectures, demonstrations and hands-on exercise drills. Consistent with Sitio Romeros owner Dr. Joven Cuanang's conviction that art heals and makes better persons, the event is set to touch a holistic workshop as it is a re-exploration through photography, of nature and human life.

The workshops will be held April 30-May 2, and May 14-16. Inquiries for these and future workshops tailored for groups of 15-20 can be booked with Raymund Ramos at (002)-8929167, or e-mail: info_mrcnet@yahoo.com.

Airline gets top prize in National Customer Satisfaction Index

ASIANA AIRLINES (OZ) HAS BEEN AWARDED the first prize certificate in the domestic airline sector at the 2010 National Customer Satisfaction Index Awards of the Korea Productivity Center. Asiana has topped the national customer survey for airline operations since the 1999 ultraflight year. The Korea Productivity Center annually surveys consumers aged 19 years old and up who have flown using airlines at least four times in the previous year. Asiana rated high in customer satisfaction and scored all airline service points.

Since its foundation in 1988, Asiana Airlines has continuously upgraded its safety and service. It has been chosen as the "2009 Airline of the Year" by Air Transport World, the world's most prestigious air transport magazine. The airline has also earned "Four Stars Airline" status for four consecutive years from SkyTrax, a world renowned airline research group.

UP workshops

UP CIDC'SL will hold its third and final summer speech workshop May 11-14. The course is its effective Confidence Building Through Systematic Cognitive Processing and Dynamic Oral Expression for children (ages 9-11) and teens (ages 12-16), said Presidential Assistant in Media for Business People and Professionals, Cel 09.69500 hand 2397...2397 or 2120 during office hours or 0917.520.3260 office. Send e-mail an upstairs@yahoo.com. Registration is ongoing at room 3001 Bulwa-gang Pinol (faculty Center building), UP Diliman, Quezon City.

Ayala Museum workshops

Ayala Museum will hold three workshops this summer. Basic duriyan Painting, Basic Chinese Painting and Chinese Painting for Kids. The Basic Buriyan class will be taught by Neo-Angono artist Aaron Bautista and he'll be an eight-session Saturday workshop throughout May, June and July starting May 8. Classes will run from 4-7 p.m. The price is P5,000 for commenters and P5,500 for members.

Basic Chinese Painting will be conducted by Alex Chan Lim of the Confucius Institute of the Ateneo de Manila University. It is an eight-session Friday workshop starting May 7, 6-9 p.m. The price is P5,000 for nonmembers and P5,000 for members. Chinese Painting for Kids will be conducted by Rosie and Jolen Chan Lim. The workshops will be held May 8 and 15, 2-4 p.m. The price is P1,000 for members and P1,000 for nonmembers. All prices include materials. Registration is ongoing. Call 7107111 ext 21 local 28, text 0917 6042133, or e-mail education@ayalafoundation.org. Ayala Museum is at Makati Ave. cor. De la Rosa St., Greenbelt Park, Makati. Visit www.ayalamuseum.org.

My Talent workshops

My Talent hosts performing arts and modeling workshops at Eastwood City.

Workshops include Musical Theatre, Street Dance, Salsa, Pop Concert Performance, Percussion and Modeling. Classes are for kids, teens and adults. Theatre dialect and "Take-talking Pinoy" (about social Audie Gemora topples Pop Concert Performance. Performing artists Sheedy Ilao-Sevara, Dandrea Maria Mendoza and Francis Mathou handle workshops for children. Alex Acosta teaches teens and adult Musical Theatre. Australian Consevatorian of Ballet member Anne Dwyer and ASLRO Street Dancing Ensemble member Patrick Escobar teach Show Dance and Street Dance, respectively. Meanwhile, UST Conservatory of Music alumni Jenuel Ticzon and Von Ryan Ye facilitate voice classes. Supermodel Rissa Mananquil teaches modeling. All courses are conducted at the Talent Place, 2/F, Athena Bldg., Eastwood City, until May 30. Call 3090483, 3540518, 5713485, 0922-5915060 or 0939-9828901, visit www.mytalentcorner.com.

Windows® Life without Walls™
eMachines recommends Windows 7

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Presenting the latest eMachines by Acer product line — an affordable yet reliable brand loaded with first-rate features and processor power to tackle on your toughest assignments — is backed by the renowned Acer brand, so you are assured of innovative and quality products you can always depend on. Available at selected areas only.

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Who purchases an eMachines EZ1601 All-in-One PC? Check this out!

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Plant a tree, help save the Earth

There are many ways to care for the environment, but one of the best and most personal ways is to plant a tree. Rustan's celebrates Earth Consciousness by giving away free tree saplings for a minimum P1,000 single-receipt purchase at Rustan's from April 30 to May 2, 2010.

Getting in style the green way

Celebrating Earth Day every day

Save the planet with style:

Eco-friendly fashion choices from Rustan's

Nature has always been a great inspiration for fashion. From elemental basics to seasonal wear, rich colors and patterns to silhouettes, shapes and textures, the world around us has shaped our perception of beauty and style. Now, fashion gives back to Nature as more and more environmentally-aware and socially responsible companies and consumers discover different ways to lessen our impact on the planet and to contribute to a healthier, more beautiful world.

Here are some of the many eco-friendly options we can make to help save the earth through fashion:

Natural materials - garments and fashion items created from biodegradable, sustainable materials like silk, wool, cotton, bamboo, etc. This reduces dependence on petroleum-based synthetics like plastic, nylon and polyester, which do not easily degrade and could be toxic in the environment.

Organic fashion - clothes and accessories that use natural fibers and fabrics grown without any pesticides, insecticides or other toxic chemicals. Fashion from organic sources help preserve the health of humans and the environment.

Handmade or artisan products - items or pieces that are not mechanized mass productions and relies more on human craftsmanship and artistry. Handmade fashion products less industrial waste while promoting employment and special skills.

Recycled fashion - the creation of new products from reusing and remolding materials from already existing goods. Repurposing leather, fabrics, metals, and plastics from old items saves on landfill space and encourages human ingenuity and imagination.

Vintage fashion - old stock or pre-owned garments that is worn with little or no customization. Aside from being currently trendy, vintage or upcycled clothes slow down the production of brand new clothes and reduce wastage.

Made-to-order fashion–the practice of creating one-off garments or fashion items according to a customer's specifications. Custom fashion encourages quality and uniqueness and lessens dependence on wasteful, mass-produced "disposable" fashion.

Fair Trade - an organized movement that promotes standards for fair and humane labor, environmentalism, and social policy in the production of goods. The aim is to protect people and the environment from abuse or exploitation, especially in developing countries.

Rustan's joins the global movement to raise environmental awareness this Earth Day. For more eco-friendly fashion choices and products, look for featured products in the Men's, Ladies, and Children's Departments of Rustan's.

LIFESTYLE Fashion & Beauty

Wear blush

Baby pink, beige ... muted, pale—that's the season's hue

Finely tuned

Embrace femininity in a beautifully structured silk organza dress.

SHEER silk organza dress by D&G, available at Rustans, camel leather platform shoes by BCBGeneration, available at CHIC; gold bangle by Kalon, available at Rockwell

By Stefanie Cabal

FASHION MOVES IN CYCLES. All the dreariness of the previous fashion collections has disappeared and what used to be the style code of black and grey has suddenly shifted to soft tones of baby pinks and blush.

Clothes' shades are sober, silhouettes are more feminine to go with natural makeup, footwear brings back excitement in lady-like refinements ... subtle femininity and elegance are underscored and polished look is at

VOGUE 31

Suit success

Add a new softness to the classic power suit with a feminine detailing such as pleats and ruffles.

PLEATED jacket with ruffle trimmings and pencil skirt by Bench, available at Greenbelt 5, Ayala Mall; cream pumps by Charles and Keith; gold ruffle Kalon, available at Rockwell

Wear blush

National Book Store

FABER-CASTELL

CASTELL 9000

Exam Pencil

Exam Pack

A solution to your exam needs.

Summer teen reads

Summer Summer!

More terrific reasons to enjoy summer at SM Supermalls!

summer in the islands

Baila Baila

You can't help but sway to the irresistibly infectious beat!

April 30 SM City Lucena
May 2 SM City Naga
May 6 & 7 SM City Baliwag
SM City Rosales
May 8 SM Center Molino
May 9 SM City Marilao
May 15 SM City Dasmariñas

Latin Groove

Start grooving the Latino way!

Every Fridays & Sundays - SM City Clark
April 30 SM City Rosales
April 30 to May 2 SM City Naga
May 15 SM City Dasmariñas
May 24 SM City Marikina
May 29 SM City Pampanga

DrumBeats of Brazil

There's no escaping the hypnotic call of these percussive beat!

April 30 SM City Batangas
SM City Rosales
April 30 & May 2 SM City Naga
May 1 SM City Baliwag
SM City Clark
May 2 SM City Marilao
May 8 SM City Rosario

Viva Capoeira

Be captivated with the riveting performance of disciplined artists.

May 15 SM Center Molino

Poi

Thrill to the enviable skill and agility of the Poi artists.

April 30 & May 2 SM City Naga
May 1 SM City Clark
SM City Baliwag

Billboard Latino 2010

Update your music library with the hottest on the chart!

Every Saturdays - SM City Clark
April 30 SM City Rosales
May 2 SM City Cagayan de Oro
May 7 SM City Marikina

summer fun

Ben 10 Alien Force Meet & Greet

Get up-close with the hottest Cartoon Network Character to invade SM Supermalls!

April 30 SM City Marikina
May 7 SM Megamall
May 8 SM City San Lazaro

Summer Fashion Show

Catch the parade of the latest summer styles in partnership with SM Department Store.

May 16 SM City Cebu
May 29 SM City Clark

summer sports

Kite Roadshow

April 30 to May 2 SM City Marilao

Soccer Mania

May 22 SM Megamall
May 13 to 15 SM City Fairview
May 28 to 29 SM City San Lazaro

summer interlude

Enjoy fun family time at the SM Bowling Centers and cool down with yummy treats at the SM Foodcourt! Whatever summer you...

SM SUPERMALLS

LIFESTYLE Fashion&Beauty

Bangles going bigger, bolder

POLISHED Mock enamel and glitzy gold-finish bangles that are semi-oversized, succumbs to wispy for added euphoric shine

PUMP UP ONE'S STYLE WITH big, bold and voluptuous bangles from SM's store brand. Rock the big bracelet look with bangles made from natural wood or a mix of metals—gold, silver, rose gold. Whether worn singly or in bunches, these arm candies in dramatic black and white or vibrant bright colors are sure head-turners.

Bangles have had a long history of us, lending the grace and beauty of women. In India, there are some women who wear gold or glass bangles in pairs, one or more on each arm. When the remains of the Harappa and Mohenjodaro of the Tamil civilization were discovered, beads and bangles similar to the designs of those found in Mesopotamia and Iran were found. Jewelry was also made from the hills and sands of South Arabia, Afghanistan and Persia...made from dangling coins and kinetic ball movements like the Roman, Kurdish, Byzantine and Oriental times.

Bangles from www are available at the Ladies Accessories Department of the SM Department Store.

METALLIC FINISH screech bangles

GLOWING colored bangles with contoured design styles

The ad man is a fashion designer

James Reyes's designs are characterized by sculpeural examination of form

By Margo C. Enriquez
Contributor

SCULPTURAL: This abaca dress gathered on the shoulder for a bloused look

JAMES Reyes, known for his sense of play

THE HAPE is the new scrapbook icon.

DECONSTRUCTED shirt

PENDANT FOR ASYMMETRY: Crepe dress with contrasting double collar and cuffed circles on the side

CREATIVE DIRECTOR turned designer James Reyes makes clothes as if he were making an ad layout. "When I look at the human body, I start with the focal point—what would grab attention. Then everything just follows. In the end, it's all about the wearer," he says.

A fine arts graduate, he worked in an ad agency for 11 years, starting as an art director and subsequently the associate creative director. He took a leap of faith by shifting to three-dimensional medium of fashion. His works are characterized by a sculptural examination of form. For instance, a pillowdress dress is gathered around the shoulders to create a bloused "pumped back", a resin bubble torso of the same material—in an unlikely coat of innocent—features battery-driven flutter flapping.

"It's all about his clothes," says Reyes, who draws inspiration from everyday objects. He once did a collection inspired by fitted bed sheets: The clothes were voluptuous, patterned and twisted. Bed sheets sheets used for mailing envelopes were recycled into measurements. They were cut into pieces then attached to a red cloth dress with a matching jacket. Under klieg lights, the red plastic shingles glistened like big sequins.

In his early days as a designer, Reyes was fond of hardware such as staples and hooks. A white dress was enameled with big circles made from pant hooks and eyes. A ballroll gown with a panniered skirt was stapled for special effects. "It looked good onstage, but the staple bullets are getting rusty," he says.

Regular clients, mostly from the creative field, admire the artistic humor in his details. In a satin shift dress, shiny stars were embroidered on the front. At the back, an appliquéd black cat sits on the bandage staring at a big peek-a-boo hole engaged by of the moon. A bikini dress displays flowers on twisted panties on the sleeves blooming from black roses piping that line the body. Leaves were hand-painted for a trompe l'oeil effect. The floral print of a blue-and-black silk dupioni empire dress is a hand-painted chandelier with swags of cut beads and crystals evocative of the lights.

Deconstructivist

There's also a deconstructivist in him. Reyes made a tailored shirt with additional false sleeves so that they can be tied around the waist. A satin shirt is closed around the collar to expose the nape. A man's shirt is filled with small tie tongues that can be buckled or tied. He's been dreaming of a quirky Filipiniana collection—a military jacket with butterfly sleeves and a crossover bandtop; a terno with big-a' mariton sleeves, offlimited by the transparency, the base material of the terno; a terno dress with mini flowerettes for the butterfly sleeves; and a gown with a deep V detail, as homage to the sequelae.

Bridal design

Reyes has also proven his mettle in bridal wear. When prospective clients come to him, he explains that he approaches his work like a page design—the face is the main focal point, the second focal point is the back. He designs his gown in a way that the eyes is led from the bare to the back. "The bride's back is facing the audience for more than an hour," he says.

For a rodeo bride, who was a fanatic, he made simple gown with a layered skirt. For contrast, her veil was a detachable hood lined with ruffles.

In a 1920s wedding theme, the bride wore a lacy gown with beaded straps. While the guests was roaming around the room, she took off her long skirt under the presidential table. When she stood up, the audience was surprised to see her wearing a mini dress with vertical ruffles looking like a flapper. "The bride didn't have to leave the room to change," says Reyes.

Lately he's been experimenting on baptismal clothes. He shows a patriotic satin gown with beaded starred heart and an angel. "This is for the rich star kids with rocker parents," says Reyes. For the duchess family, he designed a mini version of a Chinese collar and hand-painted cherry blossoms on the hem.

The designer says the agency work has helped him sell his ideas in clients and made him conscious of building a brand. So what is his value proposition?

"Every time he's out the little twists," says Reyes. "I draw inspirations from the mundane to the profound, such as history, architecture and old photographs."

He once did a collection based on the tragic love story of José Rizal and Josephine Bracken. It was a combo assemblage of black cotton—a vest with cropped cut-off sleeves; button-down shirts with heavily sleeves teamed with Kabuki pants; gowns with jumpsuits or bracelets in skewed proportions. Initially, the press didn't get it.

"When I encountered the jurors with my new collection, people loved it years later," says Reyes. Well, better late than never.

SANDRO, SIMON AND VINCENT MARCOS

3 brothers with different personalities and interests

By Glenna Aquino
Contributor

SANDRO, Simon and Vincent Marcos

THE BOYS PERE HOME on their Easter break from boarding school in England: Sandro, 16; Simon, 14; and Vincent, 12. Home is Laoag, Ilocos Norte, and Manila. They spread equal amounts of time with old friends and classmates in Laoag, Ilocos Norte, where they went to school in their impressional childhood years.

For Sting and Lisa Marcos, sending the three boys to boarding school was crucial but not easy. With great reluctance and a heavy heart, Lisa eventually realized the need for them to be away from many distractions in order to develop their confidence, social skills, self-motivation and respect for others. A lessening parenting style was not for these growing boys with different personalities and history of interests. For Sting, it was easier to let them go, but surely, it did not come without pangs from his boarding school boarding him.

Although staying in touch with mom and dad is much easier today than it was during their dad's time, the three boys still look forward to their school breaks and make the most of it when they are home. The three-week break had them taking in lots of sun, sea, goofing around, and even some time helping out in their father's ornamental campaign. The oldest of the three, Sandro, gladly stood in for Sting today as we drove to Sans Rouge's del Sur and delivered his father's prepared speech to the 2019 graduating class of Immaculate Conception Language Materials.

Twenty-five century boarding school is certainly not what you may imagine, and maybe not even what you think. It is not Hogwarts, although Sharis School, where the Marcos boys go to, is set in breathtakingly beautiful 400 acres of Sussex countryside and looks unbelievably exactly like Hogwarts.

Sharis is a Roman Catholic school under the guidance and supervision of the Benedictine of Worth Abbey, who work closely with the headmaster and lay staff with the single intent of offering a complete and well-rounded education for young people's mind, body and spirit. Because of the rich, encompassing, 24/7 setting they are in, they are able to hone on their interests and achieve their full potential.

Being somewhere long shifts demonstrates and admirers during the time on the same school. These are no longer the case. The internet, in particular, is redefining how boarders and their families communicate. Boarding schools offer learners access for their students, such as many schools having access to each boarding hours, and some to each bedroom. Simon mentions that while internet access, as well as restrictions, are regulated for use between certain hours, students can be in daily contact with their parents. Depending on the school and its policies, cell phones can also be helpful in keeping families connected.

There's been a millennial change. Families that send their kids to boarding school today represent a much wider demographic—geographically, socioeconomically and culturally. What hasn't changed is the timeless excellence of a rigorous academic approach and emphasis on the students' personal growth. Curfews, rules and disciplinary measures will always be part of life at any boarding school. But depending on your choice of boarding school, you might be surprised to learn that boarding school can also be a lot of fun. Sandro, Simon and Vincent differed in their interests but told me the same thing. It's an environment that is conducive to making incredible friends and having fun in the process.

Sandro was a toddler when I saw him last and now there are Simon and Vincent, whom I've met for the first time. That silver moment, I say with three impressionable boys on the first leg of their journey to becoming fine, young men. They were more than willing to share their thoughts and feelings about everything from their spring break, boarding school, missing mischief, playing rugby, Lionel

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3 brothers with different personalities and interests

ing in The Books and SpongeCola, to reading Shakespeare, being sassy and coming home.

It was hardest when we suggested I talk to them one-on-one regarding their boarding school experiences in this day of Internet and cell phones.

Independence and adjusting to other cultures

Sandro: It's been a very short three weeks from the time we got here, going to our hometown to the zoo, being with family friends from school there, time with Mom and Dad. Those are what keep me grounded.

I like being in boarding school though; it has taught me how to be independent. I do everything myself, from my laundry, preparing my things, making my own bed, and tidying up. You get used to it after a while and it's an adventure of learning and fun. Dormitory life is like an extended sleepover while you learn to adjust to other people's peculiarities and routines. The weakest body is also technically reverse.

When I first arrived, there was a lot of a culture shock, but I have come to realize that I need this to shape my world view. I like geography and current affairs because I am interested in seeing how the rest of the world works, how countries develop, and how people are in different parts of the globe.

My parents take me to see a new country for every year of my life, so that's 16 so far, and I would love to say the northern part of Queensland in Australia and the aborigines made quite an impression on me.

I particularly like playing cricket because it's not just a physical fun-and-ball game but develops mental toughness. It's team-centred, and one little catch can change the whole course of a game.

Exploring talents, developing potentials

Simon: I miss the cold English weather when it gets boiling hot here, and when I'm in boarding school, I miss the hot Philippine weather and Mom and Dad. Boarding school offers new and opportunity to explore talents outside the classroom. Date rights vs rock bands. My best subjects are history and science. I like to ask how things work, why things happen, alternative ways of making things. Like the superhero from-mars, the movie "Bronson" and alternative ways to creating things or making things happen. Instead of destruction the armor is used for protection.

My music preferences are rock and pop: Razorblade, Spongecola, and the British indie rock band Razorlight.

Socializing, living with and respecting others

Vincent: I've done everything I set out to do this spring break. It's been a great one for me. I got to see old friends, spend time with my parents, and eat my favorite dagat and all the other things I miss. There's just a bit of shopping I still have to do, otherwise it's been a lot of fun. Boarding school has given me the chance to meet new friends, adjust to new situations, live with others, and learn to socialize. I think it's one of the important benefits of boarding school. I like the exact sciences—mathematics most of all. I enjoy rugby, it's aweiser and allows me to tackle people. I play the guitar and like listening to electronic and pop music. I like the latest Black Eyed Peas recordings.

There has probably never been a better time to board, and Sandro, Simon and Vincent's thoughts are positive reflections on education, independence, confidence, fun and bonding with young people from all over the world.

For now, let us leave them be, away from prying eyes and unnecessary distractions. Let them be with other impressionable young minds living together and shaping a vision of the world that will inform their generation's future.

And travel, boys.

BONG and Lisa Marcos with their three sons

LIFESTYLE *Fashion&Beauty*

How to treat dull skin, dark spots and cellulite

OFTEN ENOUGH, MY READERS tell me that Makati or Fort Bonifacio are not the most convenient places for them to visit. So when I got an invitation with transport arrangements from the Janssen Clinic in Quezon City, I did a little research and realized this was a good option for my readers in the area.

What I found out:

1. Quite a few acquaintances have come to Janssen incognito to have shamelessly inexpensive procedures done that would probably cost considerably more elsewhere.

2. They are not limited to surgery, though, as they are famous for being a medical spa as well as giving noninvasive treatments that use the same basic things as surgery after a certain number of sessions. This way, companions who don't want procedures could have "babysitting" massages or manicures while waiting.

3. The clinic is actually an old, well-maintained bungalow, so the atmosphere is very welcoming and warm.

4. Their trademark is the good-looking all-male doctor staff.

I tried one treatment and a spa service.

Skin clinic treatment

I chose the topical treatment for face and neck, because as we get older our skin's version of an engine starts running out of fuel, so its efficiency is compromised. This results in the thickening of skin, dullness in color, and major wrinkles for the face or massive cellulite on the lower body. Their tripolar machine uses radio frequency and electromagnetic waves to jump-start that engine. Tech in geek and double chin. Fill and smoothen wrinkles, shine blood vessels to improve appearance of red face veins; repair and build acne with damaged collagen; stimulate micro-circulation and increase oxygen input and cell turnover.

Kimmy Salas

Whitening product requires you to apply SPF-30 sunblock at least in the daytime

As for the body, it decreases cellulite and area girth by improving the decreasing ability of the lymphatic system to eliminate trapped excess fluid and toxins, accelerates fat metabolism and stimulates fibroblasts, resulting in effective skin firming to greatly reduce appearance of cellulite.

Warning: If one is trying to conceive, it is not advisable to wear the body with RF machine. The slow building of heat in the mechanism is encouraged on one's face may be intolerable, but the warmer it is, the more effective it is. If your skin feels, tell your technician so she can adjust the temperature. You may take 30 minutes at Philosophy Medical Spa, Silonie Person and Dolce Clinics.

Spa treatment

Diaphragm is said to feel massage psychical in the Mountain Province. Diaphragm uses two sticks to massage the feet in rolling and scratching motions from heel to toe to stimulate blood circulation. Similar to the Eastern foot reflexology and Thai Yoga Foot massage, Diaphragm is an authentic Filipino foot massage that has been used for centuries, which covers the knee area down to the soles of feet and tips of toes. For those who find foot reflexology a bit too painful, this is a softer version that gets the soreness out without causing too much pain. If you are infrastructuring, tell the therapist so she can avoid pressing the crucial areas of your foot connected to the womb.

Whenever I enter a new skin clinic, I try them in house skincare products, as these are usually effective and reasonably priced. My skin concern is battling brown sun spots that seem to multiply on a weekly basis. This whitening kit contains a cleansing face bar, toner and whitening cream for the face and a bottle of whitening lotion for the body's dark areas like knees, elbows, groin and brown scars. The kit helped erase the brown scars from mosquito bites and scratches on my insides and feet. The whitening product requires you to apply a sunblock of SPF 30 at least in the daytime. It erased my light brown spots on the face and brown peel off marks and dried up my pimples. My darker and bigger spots? A lightened them, so I guess I need more time to tackle those. Again, these are not safe for pregnant women.

The Janssen Clinic is located at 27 Scout Bonoan St., Quezon City. Call (02) 926-8, 412-4783 and (0922) 8864480.

E-mail the author at kimpsalas@yahoo.com.

Young actress who's wise beyond her age

MEA. Alonzo wears Angel Bragas suit.

KNOCKOUT!

Rita Francisco-Prieto

OUR REAL LOOKS IS PRICELESS!!! Angelli Pamella, better known as Mea Alonzo. She started out joining beauty pageants in Bicol, where she joined showbiz in the age of 13.

She's now 22 years old, but a successful actress and adored by fans who congregate before her soon with Mea Lloyd Cruz, despite the fact that they are just really good friends. She proudly says that her fans are intelligent and respect her as their role and treat them as such friends.

Before the interview, we impressed of her was she's young, simple and a bit self-wary. To be honest, I wasn't that excited, but principle, during the interview I forced her interesting condition, and was beyond her tips.

The interview also popped my curiosity regarding her love team with John Lloyd. I must confess —I will be watching them some movie. I am actually looking forward to whenever it will be in the future. But I know she will be a brighter one.

Mea Alonzo is... happy and passionate about work. I have a show "Magkaribal" and I'm working on a movie, "In the Morning," with Lorna Tolentino.

I'm excited... to take care of my skin more I'm in front the and the studio lights can be really harsh on the skin. Aside from my daily routine which is to cleanse, moisturize and tone, which my Belo products. I apply a lot of SPF for protection.

I try... to drink a lot and it naturally helps.

If a woman's an actress I would be... probably working for a call center or in school.

I enjoy... doing drama, which is my forte. Also I love reading. I took a lot at home when I relax in my room. I do really good museum which they call "time-mea." They call me "Ate" as well. Some let's focus on her I've also been making cold dessert like Halo-halo and make ice pops. My secret ingredient is Angel condensada, which I use most during most everyone should try it.

I always have... my Rosaries lip and check me, MAC face powder and the texture eyelash under mine false lie.

I hope... love more hate does my makeup, and I'm on a Libra in dresses.

My fave colors are... white and pink.

I just splurged on... a Bulgari cuppa motorcycle bag.

My things shelf is... classic laced.

I prefer... light polish to casual or dark colors...cologne rather than perfume, going to a spa than retail of house services, liquid than bar soap, chess rather than tong ants.

Stunning woman is shine his son... Angel Aquino once seven without makeup she is still beautiful and I love her color brochet. Everyone's confidence and the way she carries herself is admirable. Anne Curtis is beauty and diamond mind makeup. Chin Chin Gutierrez and everything she uses is organic including her toothpaste. Glo ria Romero is a timeless beauty.

Makeup tips for summer

MAUVINE Magdiwa

Isabel Bacon, makeup free

HE KNOWS OUR BEAUTY tip is simple: relax, so summer is the perfect time to do it. Have a good time with friends and family. Try not to be too worried about going on sunny, in a dark face is always beautiful. But, if you refuse to go have and can't imagine life without concealer, we have put a few summer makeup tips to help you feel like a drenched duck without you to talk out of that bleak season.

Foundation is out, tinted moisturizer in

For many year foundation for the season and try a tinted moisturizer. Lighter than foundation, tinted moisturizer still covers flawless with "sakto" while foundations can melt on your face, tinted moisturizers won't. But if you insist on using your foundation, use one shade for summer and a lighter one for the rest of the year.

Go for bold nail polish

If you are featuring you toe all over the place, give your nails a hot, bright color. Bold colors such as fuchsia or bright orange don't height are especially popular this summer and look great on most skin types. Bright colors are especially striking against dark skin.

Don't be afraid to shine

Dewy skin is gorgeous. Don't overpowder your face because you're afraid it's a greasy no, instead, try blotting papers.

MAC Mineralize Moist, P1,672
Kiehl's Oil Solut. P950
Clarins After Sun Replenishing Moisturizer Gel, P1,450
Bliss Sunscreen, P270
BC Hot Spray Conditioner, P1,150
Maybelline Hair Growth Extender (P295), P640
Rimmel Instant Smoothing gel skincrem, P190
Lancome Dewy Shine 300, P1,200
L'Occitane Roll-On, P1,675
Clinique Super Defense, P1,150
Products are available at Rustan's Beauty Bar, Mercantile, Profile, Estilos, SM, Watsons, Kiehl's in Serendra 3, select cosmetics and all leading department stores.

Flushed cheeks are gorgeous

Nothing's more natural in summer than pink flushed, "just-back-from-a-run" skin. To get that look, apply bronzer on all areas the sun would naturally hit: forehead, cheeks and nose. Then apply pink blush on the apples of your cheeks.

WENDY Valenzuela

Pull hair off your face

Keep the sweat off your neck with headbands, ballerina braids, ponytails, loose buns or

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Hot Spring Summer 2013! Expo! moment up for grabs. Citizen say it you wear this season with these blinging time pieces. Log on to www.inquirer.net for instructions.

SPRING SUMMER Expo! Moment

"You a big fan of Lolden and Hollywood celebrities? Buying sunscreen or sebaceous? I visit our concierge at Ayala Malls Feliz and let the friendly staff help you find the perfect sunscreen for your skin type. I use La Mer lip balm and I try to wear my face with a light mist of Innisfree conditioner."

—Divine M. Lim, vice president-sales and marketing, Globe Telecom and Philippine Long Distance Telephone Corp.

"My name translates literally into Miss Baby Running Oil. Cause Lip Balm. Moisturizer. Tropic Burn Relief Gel. Shampoo Sun Protection Spray. Its body and hair. The only makeup I use is Smashbox's limited edition Luminizing Lotion for a shimmer glow."

—Monette Magdalena, actress.

New product helps improve 'skin whitality'

By Irene C. Perez

ACTRESS LEA SALONGA BE-lieves in a good skincare regimen and that includes keeping one's opposite in mind. Here's an interesting a lot for someone's skin to flourish during the summer season.

"I eat not a beach person. I don't get tanned, I just stay out, but I know a lot of people enjoy going to the beach and getting darker the sun. Just always remember to apply good sun protection," said Salonga. "It is important to moisturize after and have a good regimen."

The actress who knows how to use many hats, by and have always color. Actor has a new line of products to cater our one's dull tone and make it smoother and more supple—Aurora 360° white, recently launched in Shangrila's Edsa wing.

"We recommend it as a pore reducer, after they use them with all the makeup and beach trips," said Jacqueline Rincon, newsletter category manager for Avon division. "It is not just about skin whitening, because you can, you know white but dull and chalk-like, pale then. This is about luminosity and whitegirl looking for complexion."

The Aurora 360° white line was launched for over a decade, and has been customized and reformulated into several versions, the latest being Avon Renovation that promises the benefits of a spa facial, and now Aurora 360° white that aims to provide skin "whitality"—whiter and more vibrant skin.

The Aurora 360° white line consists of a facial wash, toner and day and night cream that

ANEW 360° White Protective Cream with SPF 21 guards new white that comes out.

LEA SALONGA credits good skincare regimen for glowing skin.

by washing face with the White Clarifying Cleanser and dabbing on the white renewing Lotion that refreshes and preps skin for optimal absorption of other products.

The White Protective Cream has SPF 20 that guards skin from the more harmful UV rays while deeply moisturizing throughout the day it comes in a non-greasy formula and also serves as a good make-up base. At night, use White Nourishing Cream, a rich night cream that helps regenerate skin cells as you sleep to reveal translucent skin.

The creams will be available starting May 1, while the cleanser and toner at Avon.

Demand for fairer skin

Filipinos are crazy about skin-whitening products, just check out local grocery shelves lined up with whitening items like facial wash, lotion, soap, even tablets and many infused with whitening ingredients.

The demand for fairer skin is a big market and everywhere to provide no local customers, a new product to address skin darkening to it recommended Irene Yuk-hwasol Ha, Avon Singapore, senior manager for Cellular Biology and he runs, we do an intensive research on what causes skin discolouration. Her findings surprisingly had her concentrating on melanin.

"The melanin fish the two organs, one dark and one white. This indicates the extreme flow. The lighter stripes has less cells but more pigment cells. This means if we block the melanin going into the skin, we get lighter skin tone," Sambasarin said as she presented her research.

"Cultivate plays an important role in maintaining healthy skin, it's not supposed to be cut off, but we developed something to control and tone down the flow so brown pigmentation."

There are three reasons that cause dull, darkening, Ha-sambasarin. TWO-I and TWO-2. Most products in the market help to get rid of them. Sambasarin said. Avon looked for a "more switch" to control these symptoms and came up with three ingredients ingredients to treat each them. ascorbic acid encapsulate, your remove and the former that turns off the source of dark discoloration.

So what happens now? Aurora's an other active components synergies and revitalize skin, aids for better skin ex-

New product helps improve . . .

ANEW 360° White Activating Lotion brightens and refreshes skin.

From page G4

cocoa of parents Ichiro yoshimasu and Amran saron salve (cured roe; glycine soja soybean) and, seatings aerosciences; Hibi chichen (grape) fruit; and morus nigra tree.

The result would be sun just-lighter but vibrant and glowing skin.

Product testing

Over 1,300 consumers were tested to finalize Anew White 360, including Valenga.

"They sent me a small unlabeled jar and I tried it, even my mom noticed the difference! I am fair to start with, I don't usually want to get whiter but I want brighter, clearer skin," Valenga, a long-time homemaker said.

According to the research, "70 percent of women using Anew 360° White cleanser) improved skin 'whiteness' in one week as they used the product that controlled melanin production, improved cell energy and stimulated cells to make skin plump and function normally."

Valenga, a Filipino icon, recognizes the "skin-whitening debate" that makes Filipinos should be happy with the brown skin tone they are born with.

"I respect that, but skin, whitening is a personal choice. Some people like to stay darker, while others like to be fairer and it makes them more confident."

She admits she is not fussy on skin-care routines and is more protective of her voice than her appearance. Her must-haves are pantay simple: lip balm, shea butter hand cream, and "a cover her elbows."

"I want my skin to breathe when I'm not working so I rarely wear makeup. I buy my own medicines from the drugstore in jeans and T-shirt, and people hardly approach me, perhaps they think OK, she's normal, he's more her alone," she said, laughing.

The 30-year-old mother of one said she is blessed to have good skin and doesn't mind aging at all.

"I am excited to turn 40! My 5-year-old daughter, Nicole, is very dikap. She dresses up, she sings, she puts on nail polish and makeup."

So what beauty advice would she tell Nicole?

"Stay out of the sun, drink enough water and just be who you are. You are most beautiful that way."

Call 8542930 or visit www.anew.com.ph.

LISA SALONGA's Dr. Uma Sambasan, senior manager for cluster innings and in-vitro toxicology; and Jacqueline Marcelo, associate category manager for Anew Skincare Sunscreen Axis-Cleaner at the new 360° White launch

ANEW 360° White Night Cream minimizes melanin production and keeps skin supple.

Diamond life

A true gem of a card, the RCBC Bankard Diamond MasterCard offers Platinum-level perks and the chance to care for underprivileged kids.

By Joy Rojas

A true gem of a card, the RCBC Bankard Diamond MasterCard offers Platinum-level perks-and the chance to care for underprivileged kids

There's good reason why RCBC Bankard calls its credit card for women "diamond." Like the girls best friend, the RCBC Bankard Diamond Platinum MasterCard has its own version of the famous 4 Cs.

Carat refers to the expanded Diamond Rewards Program which allows shoppers to earn points each time they use their card. Accumulated points score them precious gift vouchers which increase in value as the number of accumulated points rise. Cut gives patrons of beauty and wellness purchases the perk of a three-month, 0% installment plan whenever new cardholders use their card in their favorite salons, spas, cosmetic surgery and dental clinics, and jewelry stores. Color indulges cardholders with special gift certificates for premium items and services from participating establishments with no minimum purchase required! Clarity allows cardholders to express their feminine, caring side through worthy causes. Every time a cardholder uses her Diamond Card, a donation goes to Dawad Kalinga's SIBOL, a child and youth development program for kids aged 0 to 6 years old. Two other programs benefit from this card as a woman's card," says Gay P. Manalang - Program Manager for Premium Market. "Considering its small number of cardholders, it has generated billings over and beyond what is expected. It is currently contributing 50% more than is expected from its share of the total population."

UK's Bryggy Lorenzana with Bankard's CEO & President Mr. Oscar Rivera

While the card may be targeted to women of a certain stature (30- to 55-year-old professionals on the verge of financial and career success), it certainly sets a goal for others who dream of climbing the corporate ladder and enjoying the privileges that come with it.

"Tomorrow's woman cardholder will be more savvy in choosing the card she wants after being exposed to benefits offered by the various women cards in the market today and the Platinum card for women we offer," says Irene D. Taylo. "We expect that they will be interested in a card that offers the best of the features offered by the classic as well as the platinum-based cards. We expect they will continue to look for value and pampering."

Irene D. Taylo - SVP for Marketing

Dawad Kalinga School kids

Gay P. Manalang - Program Manager for Premium Market

Next of the Diamond Card: there is GK's SAGIP, a support program that assists underprivileged 7- to 13-year-olds through academics, sports, creative workshops, and values formation. And SIGA, which extends scholarships to deserving youth.

The only kona lista Platinum card for women that offers special privileges in spas and wellness centers, the Diamond Card partnered with Marriott Hotel - Quan Spa this year. Cardholders who use their card to pay for Quan Spa's annual membership fee will get an extra month FREE. This package includes a complimentary overnight stay, massage gift certificates, and unlimited use of pool and gym facilities.

A true gem of a card, the RCBC Bankard Diamond MasterCard first caught discriminating women's eyes when it debuted in November 2007. "At the time that the Diamond Card was launched, there was a plethora of women's cards but none of them was a Platinum card," says Irene D. Taylo - AVP for Marketing. "Most of them were simply shopping cards that women could use to shop for items they wanted. None of these cards bothered to come up with features that not only pampered women but allowed them to develop themselves to their full potential."

In less than three years, business has been brisk for the card boasting the lowest monthly revolving fee of 2.75% per month. "The Diamond Card has been able to achieve tremendous success

Use your RCBC Bankard Diamond Platinum MasterCard to relax and unwind at Marriott's signature Quan spa membership package and get additional 1 month of services for FREE. It promises to revive the body and soul with a multitude of services including a 60-minute session of Filipino-style 'Hilot,' a traditional body therapy, utilizing fresh papaya, coconut, coffee and banana leaf

New exfoliators help make skin glow

CLARINS GENTLE PEELING AND GENTLE REFINER
To make eliminate dead skin cells, stimulate cell renewal and prepare skin for optimal moisturization, Clarins Gentle Peeling is an exfoliator with microbeads and mimosa tenuiflora extract that softens and smoothens skin. Gentle Peeling is an exhilarating cream that lifts impurities off like a cosmetic mask. Its primrose extract serves as an agent to smoothen complexion. Clarins products are available at Fraser's department stores, Clarins Institute, Ryoken's Makati and Fraser's Mabolo Town Center.

Glimmersticks diamonds

Avon Glimmersticks Diamonds' long-wearing, smudge-proof shades glide on smoothly and keep the glimmer going with all-day drama or night-time glamour. Available in sugar plum, twilight sparkle and emerald glow starting May 15. Call Avon Customer Hotline at 8843900 or log on to www.avon.com.ph.

Vanity Basket

Anti-aging facial products

St. Ives facial products are categorized as Fresh Skin, Naturally Clear and Timeless Skin. The Fresh Skin line includes invigorating apricot scrub, collagen elastin facial moisturizer, makeup remover and facial cleanser. Timeless Skin is comprised of Naturally Clear Blemish & Blackhead Control Apricot Scrub and Blemish Fighting Apricot Cleanser, while Acne and Skin which lessening fine lines and wrinkles. Its editions are Precious and Radiance Day Skin, Protect and Maintain, Look and Feel Fabulous and Perfect Skin. Available at supermarkets, personal care stores and department stores nationwide.

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Cleansing and moisturizing products

Mineral Flowers cleanses and moisturizes skin. The skincare line has natural concentrated mineral water with 35 percent of mineral and trace elements. Together with Dead Sea Mud, beeswax, fresh flowers, pomegranate juice and pomegranate peel, this line reportedly helps reduce the signs of aging. Products include facial wash, day cream, night cream, wash-off mask, hand cream, body and massage milk, body butter and massage oil. Variants are Chamomile for sensitive skin, Rose and Geranium for normal and combination skin, and Almond Blossom for dry skin. Available at Watsons, health and beauty section of SM in Megamall, Mall of Asia, Makati, Cubao and North Edsa.

Beauty products with natural ingredients

Supervalues Brands Philippines introduces Natur-Care, a complete line of skin, personal care, cosmetics and hair grooming products. Its fragrance-free lipstick line contains flower seed oil, grapeseed oil, shea butter and beeswax to keep lips soft and supple. Available in shades of pink daisy, tulip bloom, earth sienna, rosewood, raspberry and red blossom.

The hand and body lotion has the hydrating effects of silverware. NaturCare's other products are Bright Blossom Skin Softening Cleanser, Body Mist and Perfumed Body Talc.

Nivea lotion

Nivea Sun Sensi & Play Protection Lotion is especially for toddlers! For children's sensitive skin. It protects kids with extra water resistant and long-lasting sun protection even when they stay in the water for a long time. It is enriched with dexpanthenol, which strengthens the skin's barrier and prevents skin from drying out even when continually splashed with water.

Skin whitening supplement

The KB glutathione supplement helps whiten skin without side effects. It is made up of three amino acids: cysteine, glycine and glutamic acid. Each KB pack has 30 separate capsules of Pure Rosehips Vitamin C. Call 7128272 local 103 or 09157-8000636.

LIFESTYLE Fashion&Beauty

Elegant timepiece for Mom

Swatch, the Swiss fashion watch and jewelry maker, creates a Mother's Day Special, Irony Medium, an elegant, sparkling and sophisticated timepiece with a lovely light blue strap (and special packaging, of course!) has a positive name chosen for this occasion: HEARTBEAT.

Heartbeat (YLS165) has light blue translucent crocodile pattern leather strap. The shiny surface of the lightly molded strap enhances the polished case and unmolded bezel fabricated of stainless steel 316L. On the sun brushed cream dial, sparkling white crystals indicate hours.

ALL IN THE FAMILY. Ana Abad Santos with mom Wanda Lozano-Ilarri, Cris Albert and her son Carlo

THE FINALE. Filipina model Borja Manotoc, Cris Albert and moi with a model-bride

ISABELLA Albert, Donna Ortiz Cruz and son Jaime Sr. Miguel, Wanda Lozano-Ilarri, Irene Raxon, Cris Albert and Fiona Brugger

GUEST of honor and Boracay vice mayor John Yap with Fila's Lhot Suarez

FILA models with Cris Albert, moi and stylist Randy Devera

Fashion brand rocks Boracay with its new collection and shop

IT WAS THE BEGINNING OF THE most awesome happening of the week when Fila rocked Boracay with swimwear by Wacoal in Japan lab collection and inaugurating its boutique called Fila Beach House right in the heart of busy, busy D'Mall in Station 1.

The event got on a roll with amazingly sexy Fila president and super host Cris Albert, no less, dabbling, tossing us to an evening under the stars on the posh Discovery Shores with yummy cocktails, flowing champagne and wine, live music by Island Skyline Posse, plus a provocative dance number by Rachel Lothangco.

The following day, Fila Beach House opened at D'Mall complete with chic lounge chairs and cooling drinks, where hosts and tourists raved 'til BTU of 94.7 who spinned like mad, making sure there was never a dull moment, palangges.

Where the sun set, Fila president, hostess magnate Butch Albert; young celebrity DJ Paloma; Shenna de la Cruz; our photographer Alex Van Hagen; Ayesha Ghaloun Lopez; doyen la Moreno of "people bar"; timeless beauty Wanda Lozano-Ilarri, Elena Brugger; padic of the famous Hey Jude, joined the huge crowd.

Then DJ Erwin Schultz took over when Fila's 2010 summer fashion show, directed by stage actress Ana Abad Santos, created a sensation through the shores. Borja Manotoc led the gorgeous brood of hip young things wearing Fila's diverse Seriously Goodness, Forever and the newest addition to the family... Tina! To officially open the show, Cris walked the ramp and opened a huge horde of Margaux (the hottest new bubbly, I'm told).

So when in Boracay, palanggas, check out Fila Beach House at D'Mall.

It's already a winner, dahlings.

Rustan's summer show

It was fun and totally exciting for the proud moms and dads who searched their adorable kids on the ramp, wearing the latest colorful fashion for summer. Definitely a true Rustan's essence, dahlings, the first of three summer shows of Rustan's children's labels, including La Playa, Snapper Rock, Bubba, Rustan's Jr. and Rustanzito.

The adorable Krispy Kreme, Chookie, popcorn and French fries outfits were enjoyed by the parents than their kids. Which just shows that many moms and papas are still kids at heart, di ba?, palanggas?

It was a room full of cutie-pie little bathersuits showing off their style.

After that successful fun show, Rustan's held two more last April 11 in Alabang and April 18 in Shangri-La Plaza.

Rustan's will definitely make you and your kids become champion swimmers with style and joy! Check it out, dahlings.

Lunch of brands are available at Rustan's Makati, 02 8137708, Shangri-La Plaza Mall, 6374606, Gateway, 9116467; Alabang Town Center, 8505032; and Ayala Center Cebu, (032) 2311843.

WITHOUT BATTING AN EYELASH. Maurice Arcache

Photos by Alex Van Hagen
using YEL Photo Solutions

Yuku turns 9

On the third night of Yuku turning 9, DJ Beatle gave everyone a case of what DnB Fusion style is all about, palanggas, with Shropshire @ Encore's DJ Bembol Poe joining him in serving the sexiest, coolest tunes to knock your socks off, palanggas. Absente's heiress non Carla Tello and Encore's brilliant business whiz Bob Cua made sure the Cebuanos had a grand time, dahlings.

Laurel's Latina collection

Acclaimed multifaceted designer Rajo Laurel got us a coil with his hot luxury Spring-Summer 2010 La Latina collection launched at House of Laurel. Welcoming the tons of guests was cyber-smart store manager, riverdom Rosario S. Parao, plus her cute sidekicks and staff who were busy taking care of the various needs of the eager clientele with loads of purchasing power, dahlings.

Shop and have fun at House of Laurel, palanggas, at 6811 Yakan corner Malabac Sts., Poblacion, Makati (near Rockwell). Tel. 8899988, 8813688 and 8909884.

HEY JUDE'S Justin Lee with Fila president Butch Albert

DANCING TILL DAWN. Elena Brugger and Gigi Pio

DJ FALCON

JERNA Llamas Lopez

FAHMINA's mom mar Carla Tello

MILO Dionisio, Casey Moran and Clarissa Evangelista

JOEY Sarver, Wanda Lopez and Rhonda del Rosario

WELL. Manotoc as Rustan's summer show for children

JP CHONGBIAN, Encore's Erik Cua, Mikki Yapur, Sho Sugungan and Pierre Akseri

PATRICK and Donna Fiss with son Mateo

SEVERE Mueller and Claudia Tantoming, Mercedes Zobel, Rocio Tantoming and Emilio Tantoming

MAN OF THE HOUR Rajo Laurel with early bird shoppers, Century Tuna's Lea Po and Cinderella's Michelle Santos Po

TINA Jasmin, event vice designer Christian Espiritu, southern lady Ana S and her husband, lawyer Rene Pons

MACKY and Camille Mutrap with sons Ross and Cole

MAI-ANO DAVID Kaufman with daughter Alissa

AGGO Bengzon and Anna Antonio

CAMILLE Yap, CJ Tan, Renee Pons, Santino Laurel, Samantha Laurel and Cathy Tan

RAJO Man's John Laurel

Spanish brand introduces new collections—from casual and cool to feminine and sophisticated

TRUCCI, A HIGH-STREET SPAIN Irish brand, unveils its 2010 Spring and Summer collection characterized by flattering cuts, versatility, movement, fine silhouettes and colors.

The Citizen's Room Collection is a mix of ethnic, cool gray tones combined with vibrant pinks. The line is casual but cool, and includes minimalist dresses, either structured or draped.

Key classics include blazers in fresh fabrics, such as linen for easy-to-wear jackets.

The collection is predominantly cotton to give clothes more volume or more movement, with voiles, cotton satin, Oxford or chambray.

The Rojas Collection is based around contrasted with pink, neon and touches of purple.

The collection has ultra-sexy and tight silhouettes with volumes in big and fluted sleeves reminding one of the most movies of the '40s.

To underscore femininity there's for tops are either pleated polyester and silk, that achieves a unique origami effect.

Another essential line is Tinc-ro's Spring Summer Collection is the youthfulness and freshness of green.

The color palette ranges from Amazon green, turquoise and navy to touches of mustard.

Another very feminine line, Voiles highlights the '40s and '50s-inspired silhouettes—pleats, defined waistlines and puffed sleeves.

Oro is a sophisticated selection with color palette based on gold, black and ecru. Main prints are feminine polka dots and delicate flowers in neutral combinations.

Effervescent colors such as turquoise, fuchsia, orange and purple, combined with white and coral, spell "summer" in its pure and raw for found in Viveres. There are dresses, jackets and shirts with bright, bold and daring colors and floral prints.

Balancing out this kaleidoscope of colors is the city collection is Invasora, the main showcase of which is an oversize silhouette reminiscent of the '70s and the Studio 54 flavor.

The major profile is a printed long shirt, draped neckline, skinny trousers, fluid jackets based on neutral grays, camels and neutrals combined with maroon and jade blue.

Those with fashion's fat cuisine is normally torn will find comfort in an ensemble fabrics which are as soft as silk and flowed or as cottoned as classic cotton.

For those who love to dress off their wild side, there's Ekinox inspired by African prints and paisleys, with geometric patterns or prints mirroring prints.

It has natural earthy tones, including terracottas or stone tones, blend with deep blue, mustard or apricot white for a hint of light and freshness.

Silhouettes are symmetry and look—maxi dresses, wrap-around and tribal inspired tops.

The Tribes Collection draws attention to special textiles and is full of details and shine, making use of sequins, Lycra or satin.

Colors are subtle and adorn with nudes, copper tones and hint streaks of fallen or nude-pink. With these light, airier and gauzy silhouettes, the manners, textures and transparencies and overlays will seem like second skin.

For the ultimate casual summer look, the mini dresses, denims, cut-outs in soft, neutral washed-out blue of the Soft Collection provides the versatile combinations for work wear and weekends.

Tinoro is available at Robinsons Specialty Stores Inc. Tinoro stores are in Power Plant Mall and Greenbelt 5.

Buy hip footwear, pamper your toes

SHOE SHOP BOUTIQUE HOME OFF its unique foot care campaign, the Love Your Toes promo. This is part of the brand's Find Your Summer Love Campaign, which invites customers to find their summer love—whether in the form of a person, a new hobby or a new pair of sandals and flip-flops.

Up to May 9, Bea (Toe) Bea is holding it's tie-up promo with Tips N' Toes Nail Salon. For every P5,000 purchase of TOE shoe products from participating Bea (Toe) Bea store outlets, customers will get 20 percent off at a pedicure from Tips N' Toes.

TOE features playful sandals and flip flops styles such as Fitflop, Sanuk and Okabashi.

At Tips N' Toes, those availing of the pedi-paraffin treatment will get 10 percent off on any TOE brand from Bea (Toe) Bea.

Bea (Toe Bea) is at Trinoma, Glorieta 4, Robinsons Galleria, Robinsons Ermita, Gateway Mall, Atrium Circle, Cubao, and Shangri-Mall (Augelle).

It is also at the SM Mall of Asia, Robinsons Metro East, Robinsons Place General Santos City and Ayala Circle, Cebu City.

Tips N' Toes is at SM Megamall, SM North Edsa, The Block, Power de Oro Zone, Power Square, La Vista Kartipunan, SM Bicutan, San Antonio Parker Park, Tomas Morato, Wilson Greenhills, Marquee Mall (Angeles), President's Avenue, Pandacan, and Alabang Westgate.

Call 8831234.

Living the life with BDO Titanium MasterCard

Ever dream of attending the GRAMMY® Awards? For most people, this will just remain a dream but for some privileged few, it can actually become a most pleasant reality.

Take for example, the very lucky couple, Mr. and Mrs. Dante and Loo Tanjuakio, who just recently had the most incredible experience of being VIP guests at the prestigious 52nd GRAMMY® Awards. The GRAMMY® Awards is considered as being the biggest night of American music. It is also widely known as one of the hardest shows to get tickets to including the very steep price that goes with it. Each ticket can range from $500 or more. The whole prize package was courtesy of MasterCard and BDO.

"Honestly, my very first reaction was disbelief! I really thought that this was just one of those hoaxes that I would normally hear about in the local news. It all started when I received a call from someone who claimed he was from BDO. I almost put the phone down had it not been for my curiosity. I really was just waiting for him to ask for some confidential information. But after getting an assurance from him that this was no joke, I immediately called my bank manager, asked again if this was indeed for real and to my surprise, he said yes," said the very happy Loo Tanjuakio.

And what a pleasant surprise it was for the couple, who incidentally was thinking of how to celebrate their 10th anniversary as husband and wife. The lucky pair had a 4-day, all-expense paid trip to Los Angeles, California, USA. From day one until the day they got back, it was VIP treatment all the way. The flight was booked in Business Class, was picked up from the airport in a stretched limousine and was brought to the Beverly Wilshire Hotel, along Rodeo Drive in Beverly Hills, where they stayed at during their very memorable vacation. Everywhere they went, the limousine was at their back and call. They also dined at some of the finest restaurants in Beverly Hills.

"From day one, we were well taken care of and very pampered. Everywhere we went to we traveled by stretched limousine with our very own chauffer. We had quite a busy itinerary on our first day. We had a walking rehearsal for the GRAMMY®s as well as how and when we will be walking alongside the stars on the red carpet. This lasted for about 3 or 4 hours then afterwards, we attended a pre-GRAMMY® dinner party with the food catered by no less than the famous chef, Wolfgang Puck," continued Tanjuakio.

Moreover, the couple shared that the pre-GRAMMY® dinner party was a very intimate affair specially prepared for the stars and other VIP guests numbering about five hundred. Mr. and Mrs. Tanjuakio even felt star-struck upon seeing the likes of Natalie Cole, Smokey Robinson, Barbara Streisand, Brian McKnight, Ellen Degeneres, Ryan Seacrest, Rihanna, Ricky Martin and even the Black Eyed Peas among many others, just seated a few meters from where they were.

The second day, the day of the GRAMMY®s itself, was likewise a busy day for the couple. For more than half a day, they were given a full make-over. For Loo, her hair and make-up were done no less by well-known Hollywood hair and make-up artists. Dante, on the otherhand, also had his hands and feet full so to speak, as he was given a manicure and pedicure as well as a spa experience.

That night, the couple attended the 52nd GRAMMY Awards® looking and feeling like stars themselves. They walked on the same red carpet where the stars walked and were even seated right beside the stars. They likewise attended a post GRAMMY® party just beside the venue where the awards was held.

"Just being able to experience all of these is what makes it so memorable. Thank you very much MasterCard and BDO for this wonderful and unforgettable experience," ended Dante.

Valued and loyal BDO Platinum and Titanium MasterCard Cardholders are just some of the privileged few who can possibly be the next winner of a truly priceless experience like attending the prestigious GRAMMY® Awards.

For more information on BDO Platinum and Titanium MasterCard, visit www.bdo.com.ph. The GRAMMY®s, GRAMMY® Awards and the gramophone logo are registered trademarks of The Recording Academy® and are used under license.

MasterCard provided the priceless experience as the official sponsor of the 52nd GRAMMY® Awards.

Loo and Dante enjoyed a culinary welcome at Spago, the restaurant of celebrated chef of the stars, Wolfgang Puck.

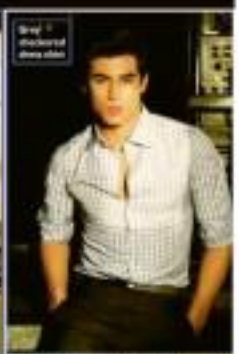
Loo in front of the famous Staples Center in LA where the GRAMMY® Awards was held.

Loo and Dante practicing their red carpet pose during the dress rehearsal at the Staples Center.

CLASSIC LOOK: Maroon pinstriped short-sleeved shirt and gray pinstripe dress pants accessorized with aviator sunglasses and brown belt

Gray pinstriped quarter-length short-sleeved shirt

SIMPLE pink striped dress shirt paired with brown dress pants



Gray checkered dress shirt

The Perfect Fit

SM Department Store's men's wear hub showcases Uberto Duranti, a sophisticated men's line with a wide selection of elegant suits, classy dress shirts and pants for every occasion.

BROWN pinstriped double-breasted suit with gray dress shirt

GREY TONED

Mister Donut

LIFESTYLE Fashion & Beauty

Bavarians P10

Enjoy the happy filling!

For fashion 'Face Off,' floral designs go eco-friendly

BLANCAFLOR plays with contrast and tone to re-interpret Heaven to re-over to reverbalize the real story of the show—clothes on the ramp

ORCHIDS, roses and twigs

In Inquirer Lifestyle and Samsung's catwalk event, florist Robert Blancaflor combines white 'paper' roses with versatile orchids for a streamlined, eco-friendly effect

By Alan T. Vergara

LEADING FLORIST Robert Blancaflor chose to go low key, but he still managed to produce an elegant and streamlined floral arrangement composed of paper roses, white orchids, curly willows and imported moss from Holland in "Face Off."

Mounted by Inquirer Lifestyle and Samsung last April 18, the fashion show featured the clothes of Joey Samson, Patrice Sarao-Diaz, Ivan Isidi Aurora and guest designer Auggie Cordero. It marked the launch of Samsung's full HD LED 3D TV—the first sold-out in Asia and Oceania. It also was the first time that computer-generated imagery or holograms were used on Philippine runway in a show directed by Jordan Aquino.

Blancaflor said his team did 24 pieces in three key designs to decorate the foyer/cocktail area of Marriott Manila's grand ballroom. The centerpiece was round, also adorned with roses.

"I purposely made it a bit structural because the real focus there should be the clothes," said Blancaflor. "I needed something to complement the occasion, not an arrangement that would call attention to themselves. It would have been different, perhaps more romantic, had the occasion been a wedding."

Six three paper roses (yes, they're real, not to be confused with the fake variety) and other materials for their "eco-friendly" quality.

FOR FASHION 21

why shop anywhere else?

the home depot by CW group

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A. LIPPH BY JESS ABRERA

PUGAD BABOY BY PHIL LUGOD

DICK TRACY

LOVE SHOTS BY ELIZABETH HOMORES

JAMES BOND

DIVINE COMEDY BY STEVEN WALRAVEN

BABY BLUES BY JERRY SCOTT

TULDOK BY HABA COLL

BEH BY DANIEL SHELTON

BIRD MACHINE BY MUSO ABRERA

MARMAN'S LAGOON BY JIM TOOMEY

HOROSCOPE

BY FRANCES DIMAIT

YOU BORN TODAY Essentially you are a romantic. You believe perfect love is out there, but you're not willing to commit to anyone unless you're convinced. You want the good life with no responsibilities, but you cannot resist when you believe in the poor, helpless, defenseless people. Unexpected news will be welcome in the year ahead. Lucky Day: 26 and 30 Lucky Numbers: 2, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31 Birthstone of the Day: Emerald. Famous Birthdays: Jane Campion, director; Carolyn Seaw Johnson, singer; John Waters, novelist

ARIES (March 21 to April 19) You're concerned with money, your home and your feelings. Fortunately, Saturnand Mercury are giving you the tools of understanding. Value? Why, and what does it mean? Read about "The Money"

TAURUS (April 20 to May 20) You have a strong sense of security in domestic matters right now. You feel the need to do a big and major build in assets. Don't hold yourself back. Go for it.

GEMINI (May 21 to June 20) You will feel good about working more on projects for current ones. Reconnect a little exercise, watch your health. Buy, purchase some private thinking study.

CANCER (June 21 to July 22) Get out and socialize with others. Brainstorm with the people about your dreams and wishes for the future because their feedback will be helpful to you. Someone might encourage you to think more bigger!

LEO (July 23 to Aug. 22) You rarely command attention in a room however, today you seem that way. Don't hesitate to share your ideas with others. Your time to shine is now!

VIRGO (Aug. 23 to Sept. 22) Some plans and anything having to do with higher education will work out well. The winners are you so pack the rubber in the windows. You work attentive and you're very productive.

LIBRA (Sept. 23 to Oct. 22) You feel passionate, very anxious about everything! Discussions with partners will be very productive at times. You would become a romantic! Women discussions about mood property or aesthetics.

SCORPIO (Oct. 23 to Nov. 21) You have wonderful suggestions for your partner. Your partner is very appreciative of your efforts in your relationships and partnerships. Why not discuss your will to action?

SAGITTARIUS (Nov. 22 to Dec. 21) Because you're so open to to get better organized, get down to it! You could be right to discuss this a good time.

CAPRICORN (Dec. 22 to Jan. 19) This is a wonderful day for you, someone close to you, therefore, get out and socialize! Don't be afraid to show your feelings. Be more open, accept all invitations. Today you'll be active with children.

AQUARIUS (Jan. 20 to Feb. 18) Home, family and domestic issues are your prime concern right now. Discussions with someone could be significant.

PISCES (Feb. 19 to March 20) Keep your finances in control today, writing and studying, plan romantic trips, invest in family-related activities. Many of you are spending more time with siblings and relatives as well.

CONCEPTIS SU DOKU

HOW TO PLAY SU DOKU

Fill the grid so that every row, every column, and every 3x3 box contains the digits 1 to 9. For more programs visit www.sudoku.com

Answer to previous puzzle

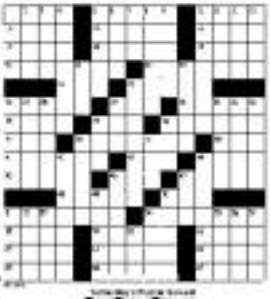
7	4	2	1	5	9	6	3	8
6	9	8	3	7	4	5	1	2
3	5	1	6	8	2	7	4	9
8	3	6	2	4	1	9	5	7
9	2	5	8	3	7	1	6	4
4	1	7	5	9	6	3	8	2
2	8	4	7	1	5	8	9	6
1	6	9	4	2	8	2	7	3
5	7	3	9	6	3	4	2	1

Concepts Sudoku By Chris Handley

	8				3			
9			2	6				
		5			9	7		
	6			4		3		9
	5						8	
7		8		3			2	
		7	1			9		
				8	4			5
			7				6	

Difficulty Level ★★★★

CROSSWORD PUZZLE



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WHILE Ivarluski Aseron, Joey Samson and Patrice Ramos Diaz opted for a similar look for their smokin' first class from left)—smoky eyes, pale lips—Auggie Cordero chose theatrical pinks for the makeup (see tabloid models) to strike a contrast against his romantic dresses. Hairstyle is high ponytail with chest sides and pouty top, a la Elvis.

'Face Off' makeup a play on contrasts

Patrice Ramos Diaz, Ivarluski Aseron and Joey Samson went for smoky eyes and pale lips, a stark contrast to Auggie Cordero's vivid red

By Dracha V Mond

THEY WERE ELEGANT, ROMANTIC dresses, suitable showcases of a revered craftsman. On the runway, their creator felt the need for a strong foil to their classic, clean lines. Thus, the makeup references to the geishas.

Auggie Cordero doesn't share his clothes on a regular basis. There are no seasonal or annual runway affairs from him. But on his rare public outings, nothing is left to chance. His demands are exacting, his goals even more so.

When Cordero was shown makeup pegs for last month's "Supreme Lifestyle Face Off 2" fashion show, where he presented alongside Patrice Ramos Diaz, Ivarluski Aseron and Joey Samson, he knew right away those wouldn't work with what he had in mind. The pegs were before cutesy but theatrical, blonde models, he said.

"My clothes were romantic. For most of them, they were just about the workmanship, so I wanted a strong makeup statement (to contrast my work). I didn't want a very subdued makeup as they would get too washed out in the spotlight and ballroom lighting," he said.

'Memoirs of a Geisha'

In the end, he sat down with occasional collaborator Noel Jimenez to figure out how they could pull off a "more subdued version of the makeup of 'Memoirs of a Geisha.'"

By this time, the trio of Diaz, Aseron and Samson had already agreed on a uniform look for their segments, as they were also sharing most of the models (Cordero was the finale).

Instead of the typical white kabuki, Jimenez used together foundation on the Cordero models. He blended fuchsia and red blush to achieve a theatrical sweep of color across the cheeks to the sides of eyes (in the case of model Ann Sibagat, who wore a layer of pastels, all the way to her ears). Cordero's models also had on falsies.

It wasn't an easy order off the bat, Cordero agreed, even for Jimenez who has done the makeup for some of his brides. Jimenez got it on the third try, an model Irina Shamsapuji, the fashion designer was finally pleased with the outcome.

While he tinkered with the makeup, Cordero stuck to the clean, high ponytail, also worn by the models of the three other designers.

"I DIDN'T want very subdued makeup as they would get too washed out in the spotlight and ballroom lighting," Cordero said. He asked cosmetician-collaborator Noel Jimenez for a more subdued version of the makeup in "Memoirs of a Geisha."

"We (I, Patrice and Joey) opted for a similar look as it all went with our clothes. Besides, we shared the same models and there wouldn't have been time to change the makeup," Aseron said.

Hair was Elvis Presley-style: a high ponytail that's slightly pouty in the front and sleek on the sides.

The three went for smoky eyes and pale lips, a stark contrast to Cordero's models' vivid red.

"Face Off 2" makeup was provided by Make Up Forever; hairstyling by Ethnal Professional. The show was directed by Andra Aquino.

For fashion 'Face Off,' floral . . .

From page 6

"Going eco-friendly by using biodegradable and recyclable materials has become our thrust to help the environment," he said.

Marcelino was also responsible for doing the floral arrangement of the so-called about Heritage launch at Ayala Museum and a big social event at Peninsula Manila.

He and his team leave next month for China and then Cambodia to do high-profile weddings.

While he's plans to use a great deal of imported roses in keeping with the Cambodian wedding's English theme in Phnom Penh, he has decided to stick to local flowers available in China for the Xiamen and Shanghai affairs.

"It's spring and you'd be silence at the onset of Flowers in China," he said. "Even some of the supposedly imported varieties we used to get from Holland are now raised there."

Although Marcelino isn't discounting the possibility of producing a decent floral arrangement in the Philippines using primarily local flowers, everything, he said, would depend on the look, color palette and texture the hosts want to achieve.

"We have a very limited range of choices when it comes to flowers owing to our tropical weather and the small number of people involved in the cut-flower industry," he said.

Local businessmen have very little to consider to raise more varieties because producing them is often much more expensive than importing them from such countries as China. The local cut-flower industry is definitely in need of more growers, said Marcelino.

WHITE paper vases serve as shelters to mesmerizing orchid's yellow lighting

Fierce yet fabulous . . .

From page 44

ent's collections, uploaded the accumulation (but is sweeping all quarters of the fashion world.

Cristalle Serrano, Bimat Joven and Regie Samson loved the extraordinary of Che A. Bas by Samson. Dre Medina of Senyang was satisfied with the introduction of the new Kill 93 3D LED Samsung TV, watching the holographic effects that made the models disappear into thin air, making this luscious Lifestyle evening magical, stylesome and unforgettable. It was, in my opinion, the fashion show of the year. So far, so goodness gracious.

LAYERS art-deco filigreed ring on Erin Tarrayo

KINETIC HEELED slingback on Pauline Juan

WAITAGE Auggie Cordero skirt on Helen Carreon, armed by her aunt Mayen

ICONIC HUT on Angelina Cavaliño | IVARLUSKASERON on Ria Prieto | LBG on Margie Moran-Floirendo | INGRID CHUA CO gives her classic statement. | JOEY SAMSON on Chantal Jonen | CULTE FEMME NATALE. Kiki Cruz | FLUMSHINE back drape on Mich Soria | MARK JACOBS on Maggie Qu

Fierce yet fabulous females at Face Off

By Larry Lorimer
Contributor

LOVAL COUTURE CLIENTS, fashionistas and young teens-to-others converged, wearing their fiercest fashion, at Face Off last Monday night at the brand-new Marriot Hotel Ballroom.

Queens of the scenes, Irene Montero (center in a cream angelina chiffon maxi via dress and cascade Bernice Romualdez Gold) we were there to cheer the design legend, Auggie Cordero.

"This was his first couture show ever. Everything was singular, sensational and young," said Antonio. Olga Marcel and Maureen Carmona, both in made-to-order Cordero, agreed that he is enjoying his renaissance right now.

Not to be outdone were the fine collections of Pearlie Rose Dee (which Pepito Albert applauded loudly, the 3Oth collection must-be breathe-in/for younger fashion pack.

Madonna Escobido Antonio dazzled the stiff crew to endless cuts and slits that boggled the mind and bared the body. Amazing color combos and cutwork are Antonio's unchanging style.

Mat Escallona, Chesbel Jones and designers Mike de la Rosa loved these. Joey Samson, who showed both men and women

PAGE 5

CHIC COUTURE, Bonnie Dumpit and

FASHION Young Mom Corinna

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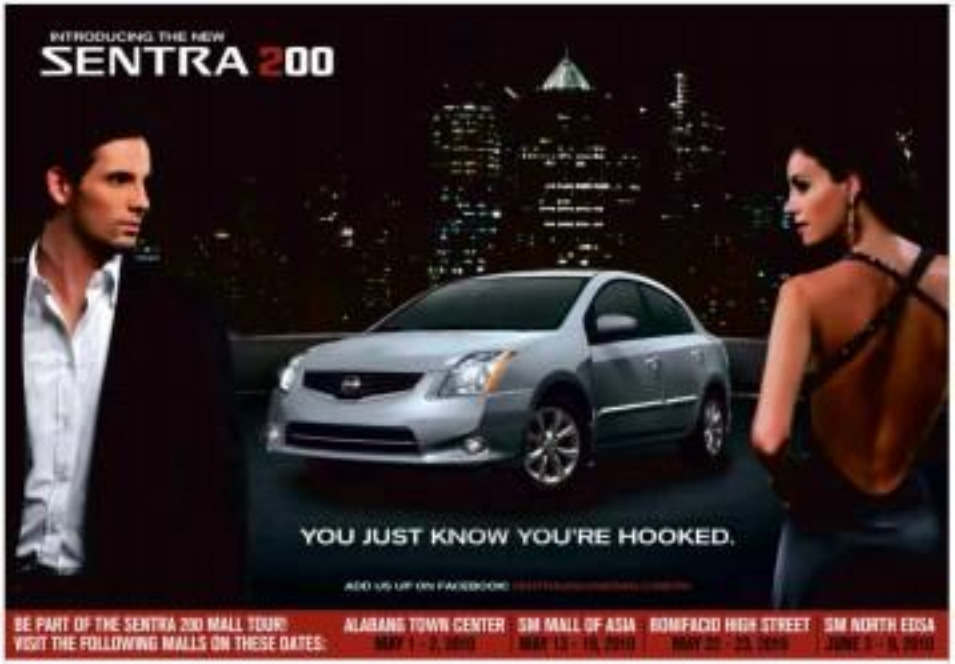
Low maintenance

Not a slave to brands, Valenzuela councilor Shalani Soledad's beauty regimen is just as spartan

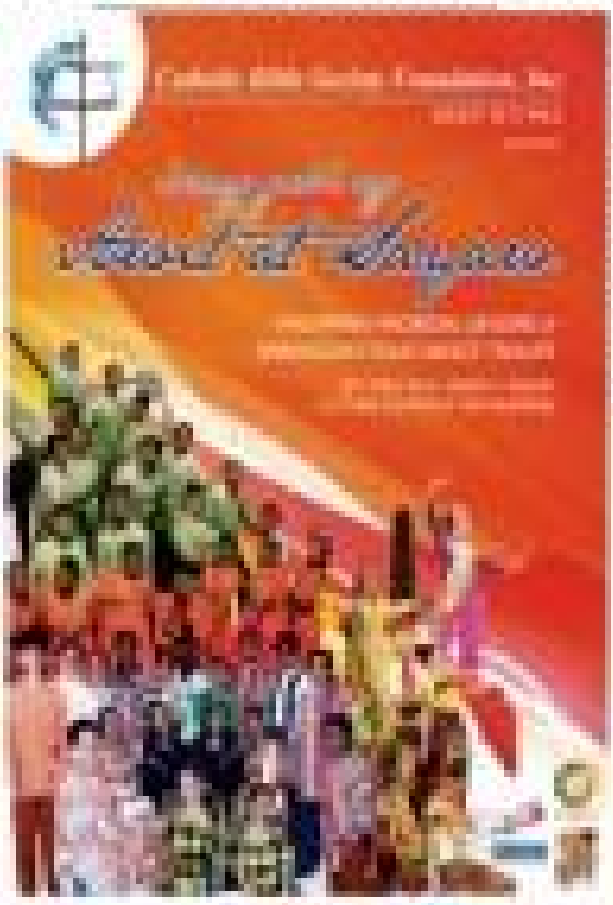
Story on page J2



SENTRA

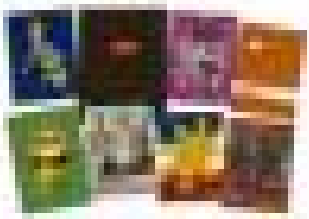
NISSAN MOTOR PHILIPPINES, INC.

Low maintenance



Gisele Bündchen's new eco-friendly flipflops

'Traveling now... new notebook characters from Bert'



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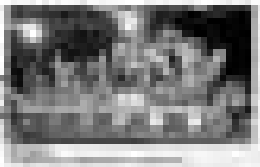

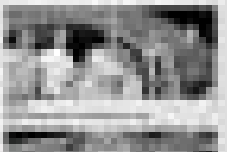

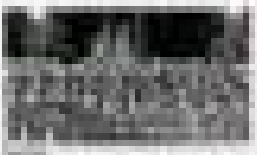

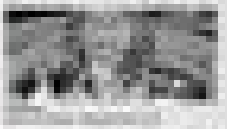

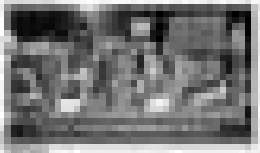

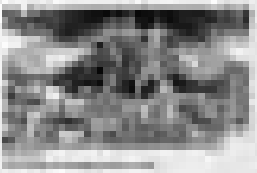

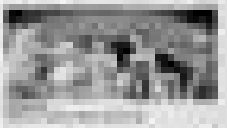

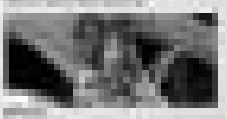

Blue Crush at SM

Electric Blue. Shopaholic hoodie and short ruby skirt with gold zipper accent

With blue proclaimed as the new black, start spreading the blues with fun and stylish pieces from SM!

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Dive into the deep blue with dresses, tulip skirts, and tops at SM. Whether you wear these pieces in monochrome style or in contrasting solids or perky prints, you'll have a blast with the blues. The collection is available at the Girls Teenwear Department of the SM Department Store.

Into the Blue. Shopaholic printed shirt with a dash of blue worn with a white Betty studded tank top

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ENTERTAINMENT

Editor Evenie G. Velarde

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Why does everybody love Tears for Fears?

By Pedolo Concepcion

THE HOTTEST TICKET IN town this weekend is not the Kelly Clarkson concert tomorrow at the Araneta Coli-

seum, but the Tears for Fears show on Sunday at the same venue.

Concert promoter Ronnie Gan of Genesis Productions,

PAGE A2

EASTWOOD CITYWIDE SALE
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Russell Crowe opens up on his angry image, Lady Gaga

RUSSELL Crowe says he is "misrepresented" by media.

LOS ANGELES — RUSSELL Crowe admits having a temper that can flare up. But, he says, it's a different thing from being an angry person.

Either he was simply in a good mood or he has truly mellowed — Russell was cordial, humorous, charming even. Claiming that he is "misrepresented" by media, Russell talked openly about his reputation for angry outbursts, which landed him in several head-line-making incidents.

ONLY IN HOLLYWOOD

Richter V. Nepomuceno

The 46-year-old actor, who plays the title role in Ridley Scott's "Robin Hood," smiled often, his movie-star charisma oozing. In a plaid-print suit, Russell was every inch a star this afternoon.

He has every reason to be upbeat. "Robin Hood" was chosen to open the Cannes Film Festival on May 12. Buzz has been good on the only retelling of the legend, which boasts of a formidable cast: Cate Blanchett as Lady Marian, William Hurt, Max von Sydow, Mark Strong, Danny Huston, Oscar Isaac, Eileen Atkins, Matthew Macfadyen, Mark Addy and Alan Doyle, who is also Russell's frequent musical collaborator.

In the following excerpts, Russell was surprisingly candid on his wife, singer-actress Danielle Spencer, their two young sons, Cate and yes, Lady Gaga.

Do you think you're misunderstood because you have a very dry sense of humor?

I think I'm misrepresented rather than mis-

MORE, A2

Papa Piolo alive and well

"PIOLO PASCUAL WAS AT HOME when the text messages started circulating on Tuesday night," said Star Magic PR head Thess Gubi of the rumor that the matinee idol is now dead.

As of Wednesday afternoon, Gubi said Piolo was busy with work in Cebu.

PIOLO Pascual

Quite a number of fans turned to the Web for news on Piolo's reported death. One site, 6000dr.blogspot.com, reported: "Sad news, reported that Piolo Pascual died from his head injuries due to his death on the Easter Celebration. The website cited the New Zealand Police as its source.

"We are unaware of how this rumor started. Basta sumasakit [pero, our sources] all be grieving by now," Gubi told Inquirer Entertainment on Wednesday.

Also Inside | Cruz

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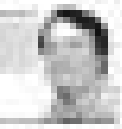

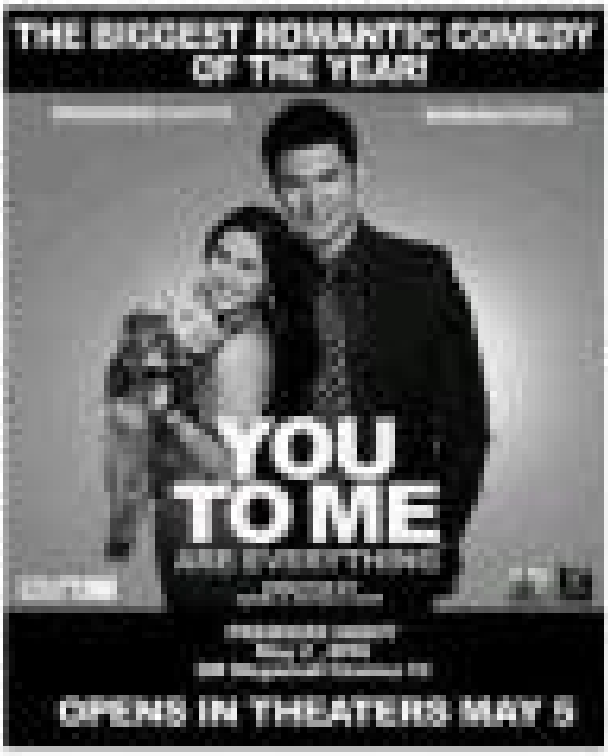

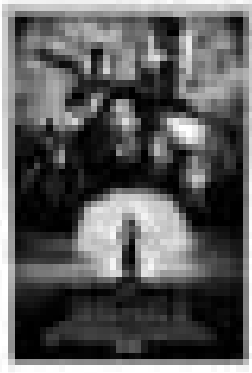

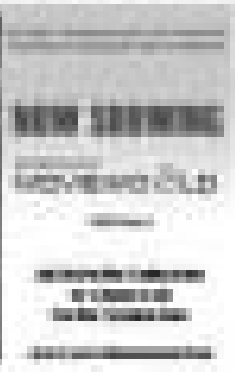

Actor Toddlers
The next time your preschooler pretends to be a doctor, nurse, teacher, etc., play along. Role-playing will develop his empathy and social skills, by making him understand how others feel.
A message from the milk that supports Progress
Ms. Jaime Yap-Dayao

Heart of the Kapuso network

8 women are among the decision-makers for GMA 7 Entertainment

By Bayani San Diego Jr.

AND NOW THESE ARE HERE!

Since Inquirer's last interview with the women executives of GMA 7 was seven ago, another one has been included in the roster.

Junior Paul Nazar, assistant vice president for Talk Shows and Reality, joins the following women, among the Kapuso network's top decision makers (in alphabetical order): Annette Gozon-Abrogar, president of GMA Worldwide and GMA Films; Marlen T. Arayata, vice president for Entertainment TV; Darling de Jesus, assistant vice president for Musicals, Variety and Specials; Wilma T. Galvante, senior vice president for DTC; Ida R. Henares, VP for GMA Artist Center; Gigi Santiago-Lara, AVP for AL Initiative Productions; and Lilibeth G. Rasonable, AVP for Drama.

To mark the network's 60th year, we asked the lady officers about the importance of the female voice in the oftentimes noisy broadcasting landscape.

Is GMA 7 a woman-friendly working environment?

Annette Gozon-Abrogar: A lot of women are employed in GMA 7 and there is virtually no discrimination based on gender.

Marlen T. Arayata: GMA 7 also establishes a work climate of genuine respect for women and women's views.

Darling de Jesus: The network allows its female workers to thrive and reach their full potential. It is gender-sensitive and does not alienate any gender.

Wilma T. Galvante: It is the respect in every coworker, no matter what gender, and any professionalism, that gets the company's female workers the ability to interact better and express themselves with confidence.

Ida R. Henares: Company policies address and provide what is fair and beneficial for its employees.

Gigi Santiago-Lara: GMA 7 encourages women's growth within the company. This is true... in the production personnel and in most of the departments. Even the Program Committee has a lot of women members.

Junior Paul Nazar: We play an active role in the way the company handles all its dealings and we are given equal rights... in making important decisions that shape the network.

Lilibeth G. Rasonable: Women are definitely given equal roles in GMA.

There was a time when 60%-30% was perceived as female-oriented, and GMA 7, male-oriented, in terms of programming. How has that changed through the years?

AGA: Some years back, GMA 7 was airing several programs on prime time. When we decided to go for No. 1, it was imperative to produce dramas, the strongest format locally. We started with traditional dramas, but "Mula sa Puso" was a breakthrough for us. We discovered that Filipino audiences also love dramas with a touch of fantasy. Drama hooked women....

MDe: We try to be more gender sensitive and do news with stereotypes. We have produced "Emmanuela," "Mac-Mac Ang Ang Aswang," "Bf Mami Ever" and now "Dyesebel," which portray empowered women.

WNG: GMA 7 has always recognized that there are more female viewers in any given time block. We're guided by this every time we contemplate programs. When we introduced the afternoon block, it attracted a huge percentage of female viewers.

JDJ: Talk shows and a host of soaps and specials (like pageants and carnivals) have been conceptualized to cater to women. We create heroines, strong women characters to be emulated and admired, too.

GSL: The preference of drama shows is testament that GMA 7 has become more geared towards women. But we do not aim to alienate male and young viewers. Our goal is to present programming that best reflects what our viewers want.

JPS: GMA 7 recognizes the need for balanced programming to meet the needs of both its male and female audiences. Through the years, we've produced shows especially suited for women—whether they are teenagers, mothers or career women. There are shows that are not female-centered incognito and support certain women's issues and concerns.

There is a glut of new channels that cater to men. Why is QTV as a women's channel relevant in the present TV landscape?

MDe: Although QTV is no longer exclusively a women's channel, its programs remain to be gender-sensitive and are attuned to women's diverse needs.

LSG: QTV provides non-cable viewers various programs that can only be viewed on cable channels. It also provides alternative programming.

WNG: It is only on QTV where women viewers can watch cooking shows, lifestyle, fashion and parenting programs.

GSL: QTV is adding new programs that will cater not just to women but to a general audience—with shows like talk shows and comedy programs.

JPS: QTV will continue to be relevant in the TV landscape because women, in general, remain a key component of today's audience.

LGR: QTV offers quality alternative programming to a wide audience, including women who compose a major chunk of viewers.

Why is the female voice important in the broadcast industry?

AGA: There are instances when women have different needs, views and sensibilities from men.

MDe: Our personal views of the world are shaped by what we see on TV. It is imperative that we show a fair world view to our audience. It can't be limited to the male population.

DDJ: Women provide a nurturing balance and the instinctively feminine touch to what is perceived as a male-dominated industry.

WNG: It's the female "touch" that eventually makes the industry come alive.

SHY: Women are regarded as the heart of any society and their voice is vital to every industry.

JPS: Women as homemakers are skilled

READ 62

LADIES of GMA Entertainment TV (top, back row, from left): Darling de Jesus, Gigi Santiago-Lara, Lilibeth G. Rasonable, Marlen T. Arayata and Janice Paul-Nazar; Wilma Galvante (seated); (above) Ida Henares; (left) Annette Gozon-Abrogar.

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Cutting off a slice of life

By Marinel R. Cruz

"THE FILM DOES NOT AIM TO moralize. It merely presents what happens to a psychopath who chooses to give away a part of his or her body to someone else," said two-time Palanca awardee Rhoda Mercy of his latest movie, "Isang Piraso ng Buhay (Donor)."

The film is one of four entries in the first ever Cinemalaya Showcase category of the annual Cinemaburo Philippine Independent Film Festival set to July. Mercy's film will be competing with the works of Mario O'Hara ("Ang Dagdag ni Andres Bonifacio"), Jeanelle Mangun ("Wild Flight Delta"), and Lamberto Avellana ("Ang wed" and Gil Portes ("Two Funeral").

It's about a leading DJ[illegible] named Lizette (Sheryll Soriano) who, wanting to go abroad, sells her kidney to raise funds. When Lizette is paired with a pop icon/politician (Vilma Filipinas and Amigaters, Lizette agrees to marry the politician, though they have never met, for the surgery to push through.

"I personally won't go through with it unless it is for a loved one or a relative. It's a big 'gamble,'" Mercy pointed out. Why trauma, do as doctors. None of them lend to expect, more than the money, to have an emotional connection to the recipient. Minute fresh multiple scars is."

Mercy said the film was shot for seven days, mostly within the Manila area. "The most difficult part was shooting with five actors. There was a lot of unnecessary noise — tricycles, rowdy crowd," he recalled. "There was also the concern about finances. We used a 4K (ten) digital cinema camera for this project."

According to recommended seven days, the feel is the first digital video camera that has a resolution that exceeds 35 mm film, and recommended to 4k resolution.

"I'm very pleased with having finished this film. There was an emotional pressure. I consider this a personal project. This is something I've long wanted to make," said Mercy, also the director of award-winning films "Crying Ladies" and "Bulol."

"Isang Hamong Buhay" also features Ahmet Zambo, Joy Viado and Jao Mapa.

E-mail: marinelcruz@gmail.com

LIVING Stars

Zyhar Bonnie G. Velarde
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INSIDE
■ Who owns these scary Chucky dolls? Closet /L4

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SNOW HALO

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2 cups water
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Fun toppings like:
Fruits, chocolate syrup, cornflakes, sprinkles, cookie bits, corn, sago, nata de coco (whatever you like!)

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1. Combine all ingredients in a bowl.
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8 THE LOSERS
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MANILA

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1 IRON MAN 2
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ANGELES

1 IRON MAN 2
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SAN FERNANDO

1 IRON MAN 2
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SUMMIT

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BACOLOD

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4 MORNING GIRLS
5 IRON MAN 2
6 IRON MAN 2

ILOILO

1 CLASH OF THE TITANS
2 MORNING GIRLS
3 IRON MAN 2
4 IRON MAN 2
5 IRON MAN 2
6 IRON MAN 2

GENSAN

1 CLASH OF THE TITANS
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3 IRON MAN 2
4 IRON MAN 2

CAGAYAN DE ORO

1 IRON MAN 2
2 IRON MAN 2
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'Star Trek' scripts, costumes, Shatner's motorcycle for sale

LOS ANGELES—[illegible] auction can boldly go where an item has gone before when "Star Trek" creator Gene Roddenberry's collection of personal effects and items memorabilia go up for auction.

Hand-annotated scripts, costumes from the show and Roddenberry's own studio pass are among the items available at the June 27 auction at Planet Hollywood Resort and Casino in Las Vegas, administered by Julien's Auctions.

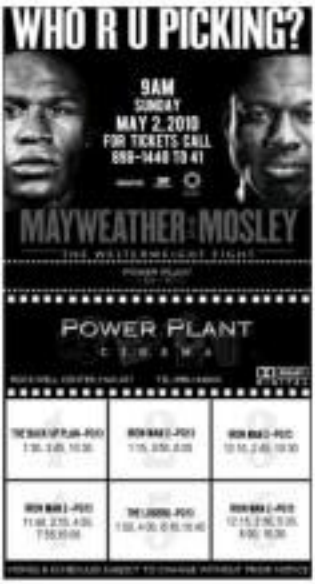
Proceeds will benefit the Roddenberry Foundation, which makes grants to support children, education and the environment.

The original Capt. Kirk, William Shatner, is also getting in on the auction, selling his Harley-Davidson motorcycle, his Golden Globe nomination certificate and the plaque he was presented when he got a star on Hollywood's Walk of Fame in 2003.

Shatner plans to donate a portion of the proceeds to the Hollywood Chrysler Horse Show, which helps handicapped children.

The 79-year-old actor said he doesn't mind parting with his memories to benefit kid shows close to ... AP

CHEEK FACTOR



SCARFF weaterbeams denim-n-leather jacket and Chrobby in Lacoste shirt.

MOST of the stuffed toys are gifts from fans.

CHARICE'S closet is filled with all sorts of "pretty" gowns and dresses.

This girl's charmed life

On the cusp of a breakthrough, Charice Pempengco shows her favorite things—mementos from her amazing journey so far

By Raquel San Diego Jr.
Photos by Andrew Eubalo

LIKE HER MENTOR and biggest supporter, American TV host Oprah Winfrey, Filipina singer Charice Pempengco also has a closet full of her favorite things.

Days before her 18th birthday (May 10) and the release of her self-titled international CD (on Warner Music on May 11), Charice showed us her collection—mostly mementos from her amazing journey so far.

Each trinket tells a story and, quite interestingly, also reveals certain facets of the real personality of this prodigious teenager dubbed "the most talented girl in the world" by Oprah.

Charice relates that she'll be repackaging into a more mature artist soon. "I used to wear tweet, cutesy and flufly dresses."

Lines are drawn on her "Little Miss Philippines" gowns. Now, her closet is crammed with edgier outfits, "skinny jeans, extra leather," she says. "Pop star ang dating. There's even a Lady Gaga-inspired costume. Sh Oprah joked that we have to accept the fact that I'm no longer a baby."

Although Charice is now on the cusp of a reinvention, she remains very much a kid at heart—as is evident in her current obsessions: dolls, gadgets and other toys.

Dresses

Charice prefers short dresses because it makes her look taller, she says. "Short skirts make my legs look longer. That was a tip given to me by stylists."

On the red carpet, she's always dolled up, but in the recording studio she dresses down.

"I want to be comfortable. I just wear white Lacoste top and skinny jeans. Simple yet fashionable pa rin," she points out.

For more frugal is her personal shoppers "She knows the styles that I like, Rookie, Widang Iabia, nothing fancy."

In the States, mom usually shops at The Grove and the Beverly Center. "Where Chanter is no the US, I make her wear clothes from the Philippines. When she's here, she wears clothes from abroad ... so that she'll look unique," mom Raquel explains.

Oprah's former producer Lisa Respanner (who's now with the host's network OWN) also bought some clothes for Charice.

"I was supposed to be the surprise in Ms. Lisa's farewell party. Problem was, she saw me at the taps she bought for me in the studio. Ms Oprah's staff had to tell her that the outfit was owned by Alicia Keys," says Charice.

Hats, headbands

Charice also loves wearing headbands, hats and all sorts of headgear, no—and offstage.

Red-hair days are easily solved by hats and caps. "Headbands keep my hair away from my face," she says.

She collects Michael Jackson fedora hats which she pairs with white polo shirts.

Her mom once bought one such hat. "It was one of a kind," Charice says.

In her first local concert, Charice got carried away and threw the hat toward the audience. "My mom was upset, but I told her I was happy because a Chanter (avid fan) got it."

She throws memorabilia to the audience, she says, in the hopes that her biggest fans would catch them.

SHE WORE this black dress from Ocia salons at a charity event with Josh Groban and David Foster.

"I want them to have little souvenirs from me," she says.

Bags, shoes

Although it's but more who's obsessed with bags, Charice admits that she sometimes buys a few ones—including one shaped like a guitar.

The most expensive item in her shoe rack is a Burberry pair.

"My mom was supposed to buy that pair, but since I liked it, she gave it to me as long," Charice says.

Ever since she was a kid, Charice likes wearing the same outfits and shoes as her mom.

During this interview, mom and daughter were both wearing espadrilles. "Tita Jeggiton (actress) Jose," Charice jokes.

Shades

Since she's often on the road and flying to different time zones, shades come in handy when she's walking from jet lag and puffy eyebags.

"I have Gucklies, Ed Hardy and Ray-Ban," she notes. "But I don't really go for branded shades. For as long as it's stylish... I'd wear it."

She confess "polarized" eyewear. "It looks dark, but you can still see clearly through it. You can wear polarized sunglasses even at night."

Scents

Charice's new favorite scent is Endless Love by Victoria's Secret Garden. Mom bought hers on this brand on a recent trip to the US.

"She got me three small, handy bottles which I can put in my bag," Charice says. "The fragrance stays on your skin and clothes for a long time."

Last time she met with Oprah, the media mogul complimented her t-shirt.

"She smelled my head. She asked for the name of my perfume brand. She liked it," recounts Charice.

CHARICE with her Yamaha acoustic guitar

SHE bought this guitar-shaped bag herself.

Toys

She has amassed stuffed toys as well, including a Robert Pattinson action figure from "Twilight," and two Chipmunks and a Chipette.

She appeared in a cameo role in the "Alvin and the Chipmunks: The Squeakquel" last year.

"I only got Simon and Theodore. Sold-out daw si Alvin, so one got Britt-many, one of the Chipettes, instead."

Mom reasons: "I got it at the Los Angeles airport. Good thing, the vendor is Pinoy, too. She promised that she'd set aside an Alvin stuffed toy for us."

Gadgets

"When we go shopping in the US, my brother Gael and I leave our mom in the clothes section and we head off to the Mac store, to check out the gadgets," Charice says.

Most of her newborn gear are bought abroad. "We can get the latest gadgets there. My PSP Go is as small as a cell phone," she notes.

Her PSP screens move to Lady Gaga, a current fave singer.

On her laptop, she usually plays The Sims 3. "I like building houses. You frame a family and you take them shopping in the mall, or walking in the park. But mom likes it, you get to control a family's life!"

On her Pilif she's heavily into racing games like Grand Theft Auto.

Guitar picks

Who would've guessed that skinny Charice can strum a Gibson electric guitar?

A US-based fan knew and gifted Charice with a tin full of personalized guitar picks.

"I think she had them especially made," says Charice.

Each pick features a photo of different highlights in Charice's career: singing with Celine Dion; pursuing an "Oprah"; and the gig that started it all, a performance on the Sarah Geronimo TV show "Star Bing."

Inspirational quotes and lyrics are engraved at the back of each guitar pick, too.

In a nutshell, the picks sum up the grand adventure that is Charice's life, thus far.

E-mail: bpsanciangco@hotmail.com

PART of her wide collection of caps and hats

SHE hogs her gadgets in the US: Flip video, PlayStation, digicam and cellphone.

CANON digital camera (EOS 7DD and Rebel XSI) allow her to take snapshots while on the road.

CHARICE cradles baby Chanter who wears a cap.

SHE proudly wears the Philippine tri-colors of her Ascia rubber shoes.

LOUIS Vuitton shoes

SHE LOVES wearing hair bands, too. The red headband she wears in this shoot is a Lacoste.